DESIGN

DESIGN

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DISPLAY CATALOG

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Lot No. 115	SIZE 9 7/8 Lines NO
P.O. No. UP0540	COLOR 494 GOLD
Total	DISPLAY
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Stubbing H.C.	
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SPECIAL INSTRUCTIONS	
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Published
by
Brookhaven Press
www.brookhavenpress.com

Digital Production
by
Northern Micrographics, Inc.
2004 Kramer Street
LaCrosse, Wisconsin 54602

Printed on Acid-free Paper
Digital Reprint Edition

2005

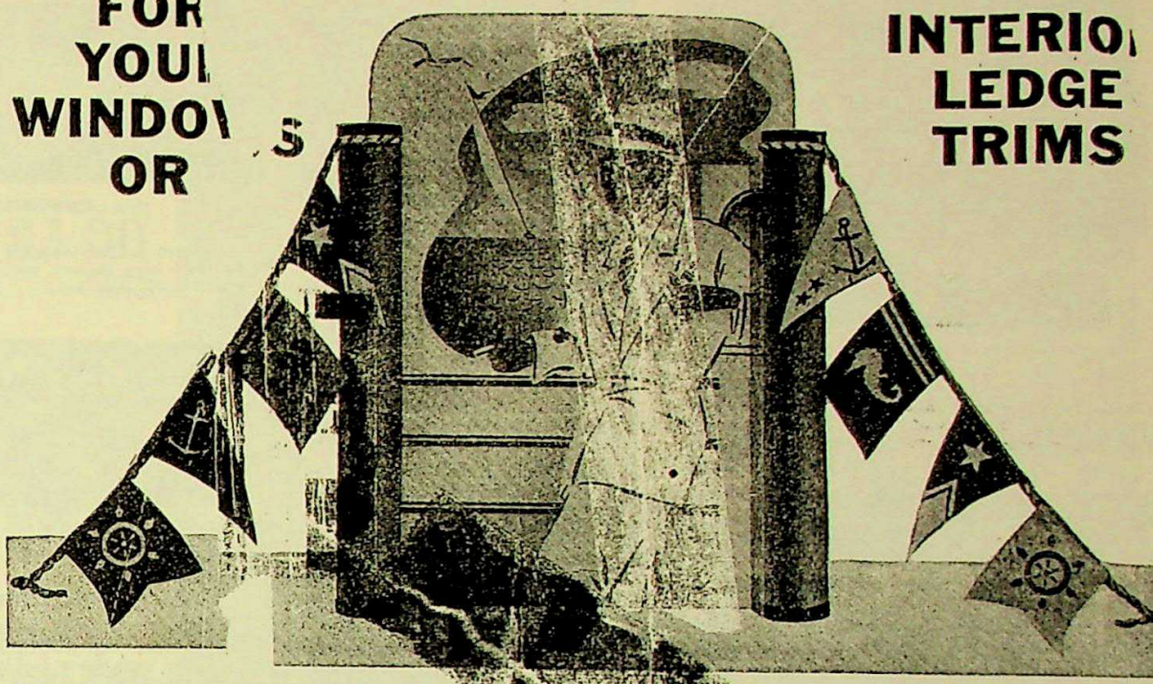
608-781-0850
www.normicro.com

FOR YOUI WINDOI OR

INTERIO LEDGE TRIMS

CHILDREN'S UNIT

No. RS-968—The perfect display unit for the children's accessory or toy departments. Done in beautiful colors, suggestive of Spring and Summer. Blue, Green, Red and Flesh on a cool white background. A sure-fire sales stimulant. Packed with simple assembly instructions, in individual corrugated cartons. Size: 3'10" wide x 5' high. Priced at..... **$5.50**



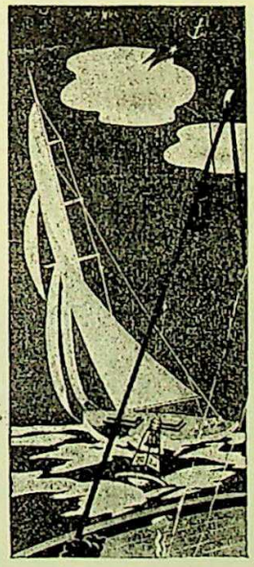
No. RS-964—Your unique display ar so necessary to a so that you can t tainers with simpl

MEN'S VACATION UNIT

mer will be carried away beautiful vacation lands, with this exceptionally clever a ment. The flag designs are and lend a breezy air and lightnes sful selling summer window. nautical rope, are obtainable our interior with this clever unit. Packed in individual corrugated con- ably instructions. Size of Center Unit only 3'10" wide x 5' high. Priced at.... **$7.0**

THE CARDINAL PANEL

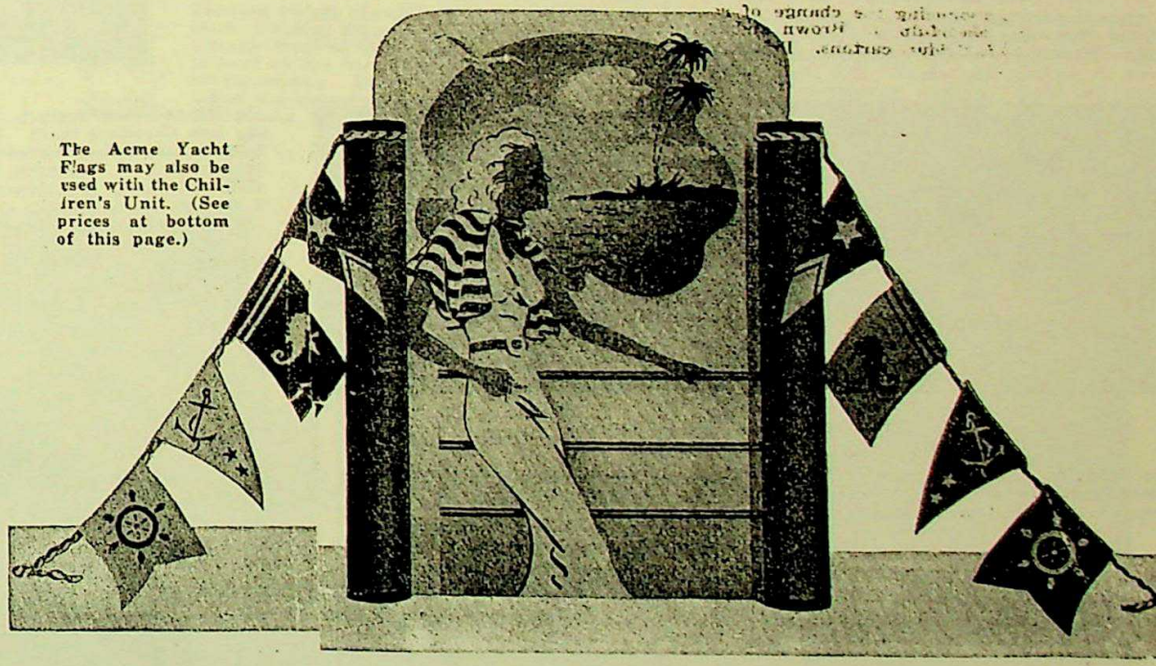
No. RS-961—New trends in Spring and Summer fashions. Let the Cardinal chirp the news to your prospective customers. It will work in beautifully with your window or interior display problem and reduce sales resistance to a minimum. Finished on both ends with Silver Reytubes. A beautiful panel with limitless possibilities. Size: 30" wide x 72" high. Priced at..... **$3.50**



REGATTA PANEL

No. RS-960—A breath of freshness from the open sea —all in shi ape — and you're ready f competition in any "Sale." anel is finished with Si Reytubes— top and bot Size: 30" wide x 72" h. **$3.50** Priced at.....

Use severa of these panels. Offset then with Acme Yacht Flags and watch the sales increase.

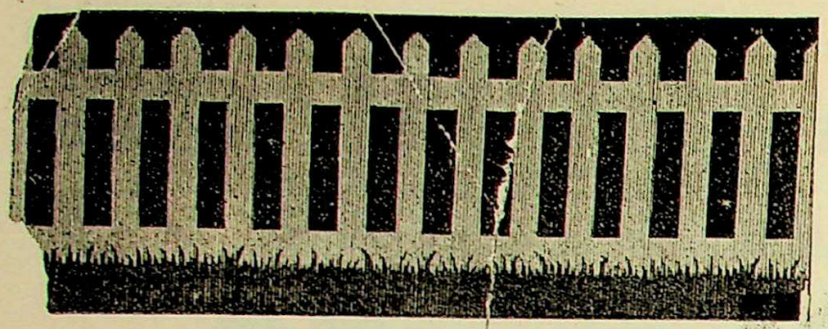


The Acme Yacht Flags may also be used with the Children's Unit. (See prices at bottom of this page.)

WOMEN'S VACATION UNIT

No. RS-963—A new appro display makes a perfect ach, new freshness, new arrangement—resu't, new customers. This cleverly exec Spring and Summer busin mpanion to Men's Vacation Unit No. RS-964. A potent sales getter for slug of ways in the window. Ass, it more than pays for itself in increased sales. Flags can be used in a va individual corrugated conta ditional flags can be secured for your interior tie-up. Packed in 3'10" wide x 5' high. Pric er with complete assembly instructions. Size of Center Unit only ed at.....

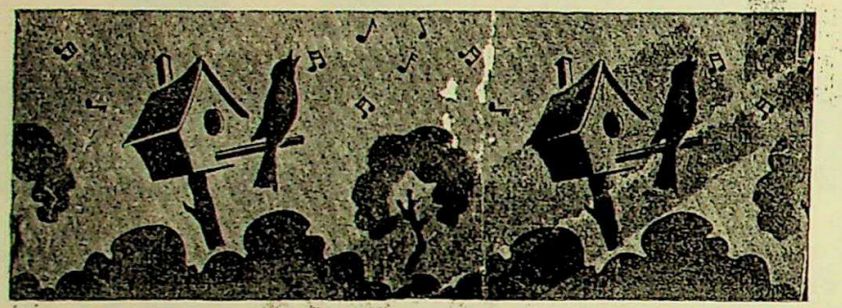
No. RS-970—A new infinite variety of ar your store. Packed Nautical Rope. Pric Add



LAWN FENCE VALANCE No. RS-971

Size 20" wide x 20' long

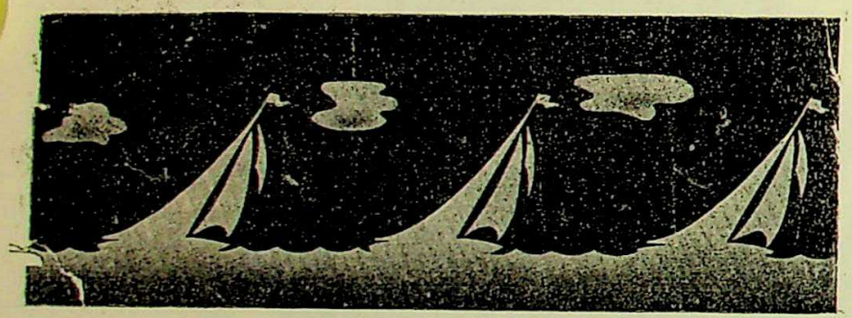
A white die-cut picket fence with grass green lawn at base. Try draping sprays of artificial flowers through the slats of the fence and you create a natural spring atmosphere. Packed in corrugated cartons. Priced at..... **$4.00**



SONGBIRD VALANCE No. RS-975

Size 20" wide x 25' long

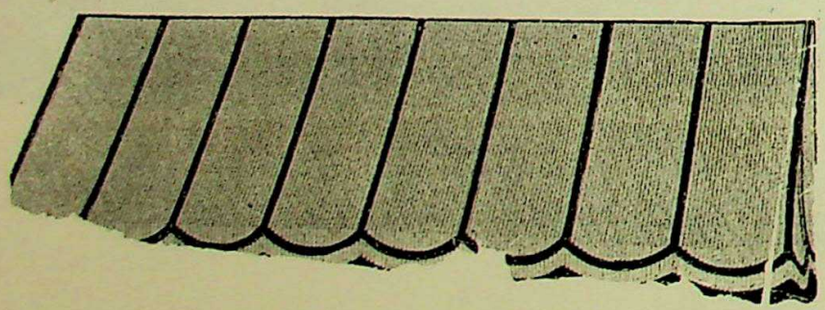
A gay songbird announcing the change of season. Plenty of human appeal—an ide valance to inspire cheerfulness. Brown and Green on Copenhagen Blue Corrugated. Packed in individual cartons. Price per roll..... **$4.0**

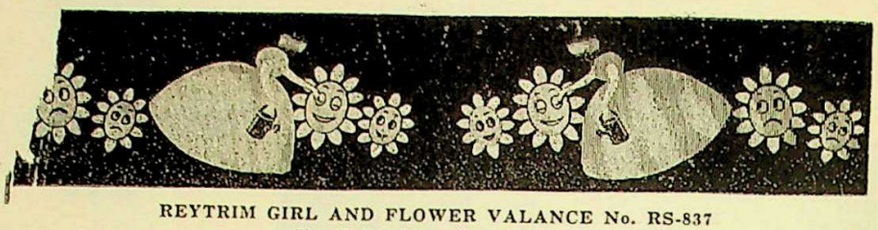


SAILBOAT VALANCE No. RS-974

Size 20" wide x 25' long

What could be more descriptive of the Spring and Summer season than sailboats on the horizon? Beauty in design and restful to the eye. White on Napoleon Blue Corrugated. Packed in individual cartons. Price per roll..... **$3.**

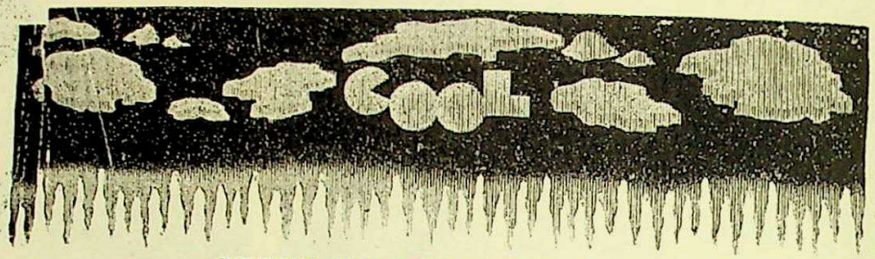




REYTRIM GIRL AND FLOWER VALANCE No. RS-837

Size Rolls: 20" wide, 25' long

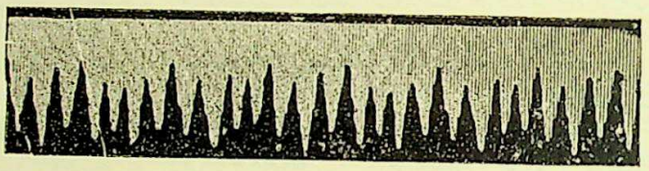
smart a little valance as you'll see in a month of Sundays—the White daisies form As ovely lacy pattern against French Blue, and contrast the Apple Green, Red a lt Yellow delightfully. Price..... **$2.50**
anc



REYTRIM ARCTIC VALANCE No. RS-937

In rolls 20" wide x 25' long

s valance will probably make you shiver even in the hottest day of Summer. Just at you have been looking for. Available in Lupine Blue, White and Pale Green on ackground of National Blue. A 12" die-cut icicle edge adds to the icy effect of Summer Valance. Priced at, per roll..... **$2.50**

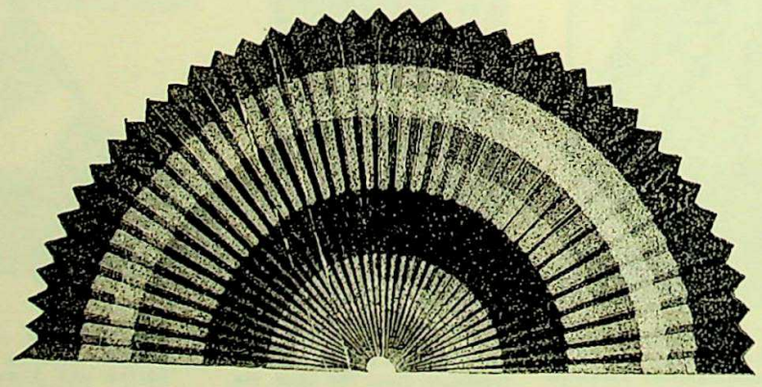


REYTRIM ICICLES

No. RX-50—These realistic looking icicles depict the snow and ice effect so necessary for the true Christmas spirit. Unlimited display possibilities. Nothing better for decorating ledges, posts and suspended light fixtures. Ideal for shelves, borders, etc. Looks like the real thing, too! Naturally, they are snow white. Available in rolls 25' long by 9" wide and packed in a decorative carton. Per roll, 1 to 11 rolls..... **75¢**
1 or more cases (12 rolls to case). Per roll..... **70c**

FLITTER COVERED ICICLES

No. RX-100—Same as above, except the top ridges of the Reytrim Corrugated are heavily covered with a very fine grade of silver glass flitter. Per roll, 1 to 11 rolls... **$1.80**
1 or more cases (12 rolls to case). Per roll..... **$1.50**



REYTRIM FANS

Have You a Display Problem That Perplexes You? Here's a Solution—An innovation! A machine-pleated corrugated fan—metal ring attached at bottom—with such a varied selection of uses you'll be amazed and won't consider being without a complete selection of colors and sizes. Use them to brighten up dark corners—to finish off displays—to diversify your merchandise set-up and to warrant a new lease on the general attraction of your commercial displaymanship.

Size 15" high x 30" wide. Price..... **75¢**

Size 30" high x 60" wide. Price..... **$1.50**

Colors: Rainbow, White, Napoleon Blue, American Beauty, Canary Yellow, Violet, Apricot, Nile Green.

BOND FINISH REYTRIM

CORRUGATED-DECORATIVE

The first choice of leading displaymen. The 60-inch width stands for economy—no piecing or patching is necessary to build high pedestals, columns or backgrounds. Reytrim-Bond is not a printed paper but is a heavy bond paper thoroughly saturated with the finest dyes to assure long color life. No mottled effects mar the beauty of Reytrim—it is styled in 30 modern colors, specially selected for consistent uniformity and accuracy in color blending and matching.

When a cut-out or an applique effect is desired, use Reytrim-Bond. You will be well pleased with its clean cut edges and the beautiful color depth of the surface sheet. Bond Finish Reytrim comes in rolls 60 in. wide by 20 ft. long (100 square feet). Per roll (1 to 9 rolls)..... **$3.00**
Per ½ roll..... $1.65
10 to 24 rolls. Per roll..... $2.85 25 to 49 rolls. Per roll..... 2.70

No.	No.	No.
RB-10—White	RB-35—Napoleon Blue	RB-70—Primrose
RB-11—Gray	RB-37—Copenhagen Blue	RB-72—Canary Yellow
RB-12—Black	RB-41—Heliotrope	RB-73—Medium Yellow
RB-21—Apple Green	RB-41½—Wood Violet	RB-74—Golden Yellow
RB-22—Nile Green	RB-43—Purple	RB-75—Orange
RB-23—Jade Green	RB-51—Light Pink	RB-79—Antique Ivory
RB-24—Emerald Green	RB-54—American Beauty	RB-79½—Sand
RB-25—Grass Green	RB-56—Salmon	RB-82—Apricot
RB-33—French Blue	RB-58—Fuchsia	RB-92—Medium Brown
RB-34—National Blue	RB-61—Flame	RB-94—Dark Brown

No. RB-95—Silver, and No. RB-96 Gold come in rolls 30 in. wide by 20 ft. long (50 square feet). Per roll..... $3.75

Reytrim Bond Floor Papers

(Not Corrugated)

Available in 33 colors in a beautiful bond finish.

Comes in rolls 60 in. wide x 20 ft. long. Packed in individual mailing tubes.

Colors match Reytrim colors in all cases. (As listed above.)

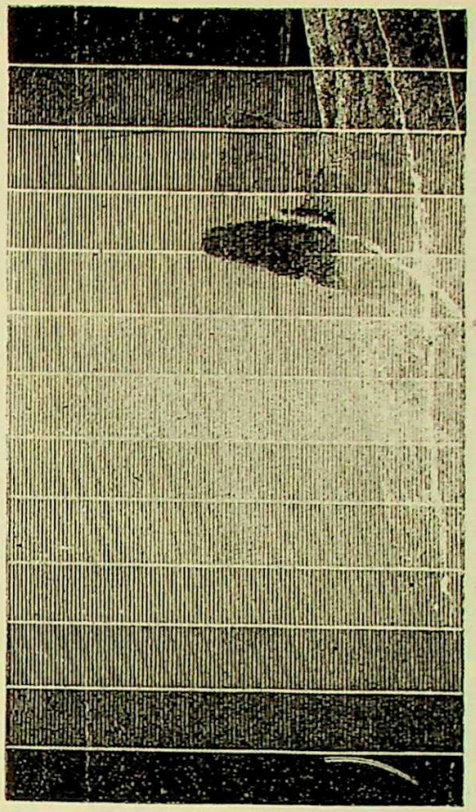
An ideal and inexpensive covering for panels, floors, showcases, backgrounds, shelves, etc.

Regular Colors—60 in. wide x 20 ft. long. Per roll..... $1.95
Gold and Silver—30 in. wide x 20 ft. long. Per roll..... $2.00
Be sure to specify Reytrim "Floor Paper"

New Reytrim Corrugated Metal Foil

Brilliant metallic finish. Truly ideal for the holiday season. Can be used anywhere in the store. Rich looking. Nothing on the market today can match its richness and brilliancy for store decoration. Perfect for showcase linings.

Makes beautiful pedestals and backgrounds. Available in six (6) beautiful seasonal colors. In rolls 24 in. wide x 25 ft. long. Copper, Gold, Red, Blue and Green. Per roll..... $4.00
Silver— Per roll..... $3.25

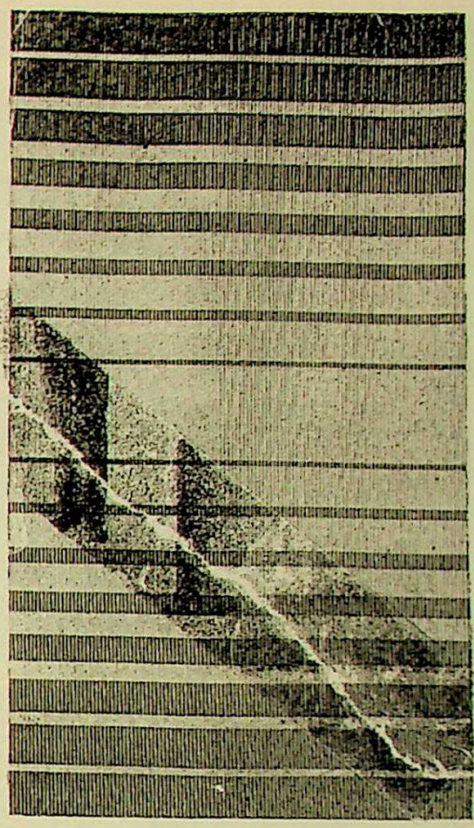


Vari-Tone Corrugated Reytrim

Thirteen stripes of variegated tones of the same color, blending from a light pastel to a deep vibrant tone at each edge. Guide lines are printed on the back of each roll to insure accurate cutting. Every roll packed in an individual corrugated carton. Rolls 48 in. wide x 25 ft. long (100 square feet). Per roll..... $3.00

Carried in stock in the following attractive colors:

No. VR-1—Flame Red
No. VR-2—Chinese Orange
No. VR-3—Royal Purple
No. VR-4—Prussian Blue
No. VR-5—Saddle Brown
No. VR-6—Isle Green

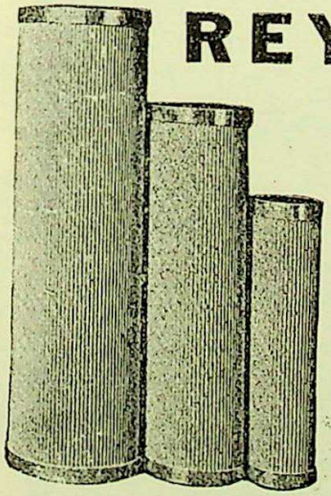


Vari-Bar Corrugated Reytrim

Vari-Bar offers a very smart design of graduated stripes, in six attractive colors. To insure accurate cutting, guide lines are printed on the back of each roll. Every roll packed in an individual corrugated carton. Rolls 48 in. wide x 25 ft. long (100 square feet). Per roll..... $3.00

No. VR-3701—Flame Red and White
No. VR-3702—Orange and White
No. VR-3703—Purple and White
No. VR-3704—Napoleon Blue and White
No. VR-3705—Dark Brown and White
No. VR-3706—Emerald Green and White

REYCAPS

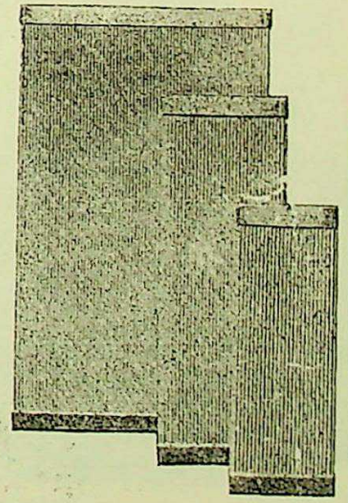


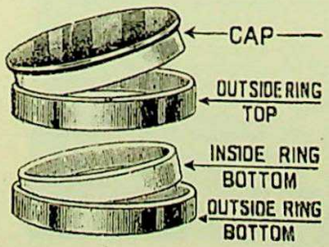
The innumerable uses to which REYCAPS lend themselves render them an invaluable asset in your daily display materials. REYCAPS are packed one dozen sets in a cardboard box. A set consists of four pieces. Round caps have two outside rings, one inside ring and one top with inside ring attached. Square caps have two outside set-up boxes and two inserts to go inside of column. See instructions for use, printed on inside of each cap.

Reycaps are made to fit Reytrim, Ripplewave, Embosso Board, Alfabex, Tone-Craft, Plan-A-Trim, and all the standard sizes of Corrugated Papers.

Please specify Size and Color when ordering.

Silver, Gold or Black.



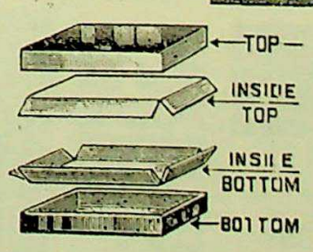


ROUND

Diameter 4-in.	Per doz.	$1.35
Diameter 6-in.	Per doz.	1.90
Diameter 8-in.	Per doz.	2.40

OBLONG

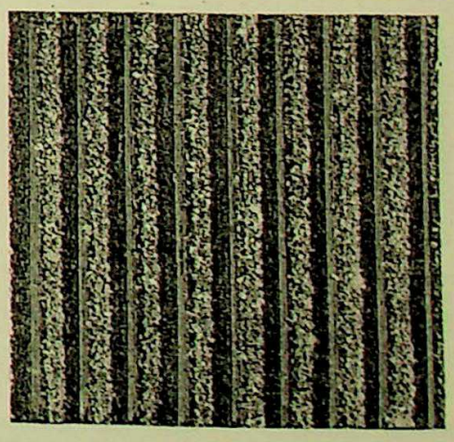
Size 4 x 6-in.	Per doz.	$1.50
Size 6 x 8-in.	Per doz.	2.40
Size 6 x 18-in.	Per doz.	5.50



REY-EDGE (Reytrim Edging)

Here's a real time-saver that's proved itself indispensable for trimming the edges of shelves and ledges. Adds that finished touch to window backgrounds, floors, panels, counters, etc. Inexpensive, too! Available in the 31 standard Reytrim colors, 25 running feet in roll, individually boxed. 12½ feet interlocked. Per roll..... 35¢
12 rolls or more. Per roll 30¢

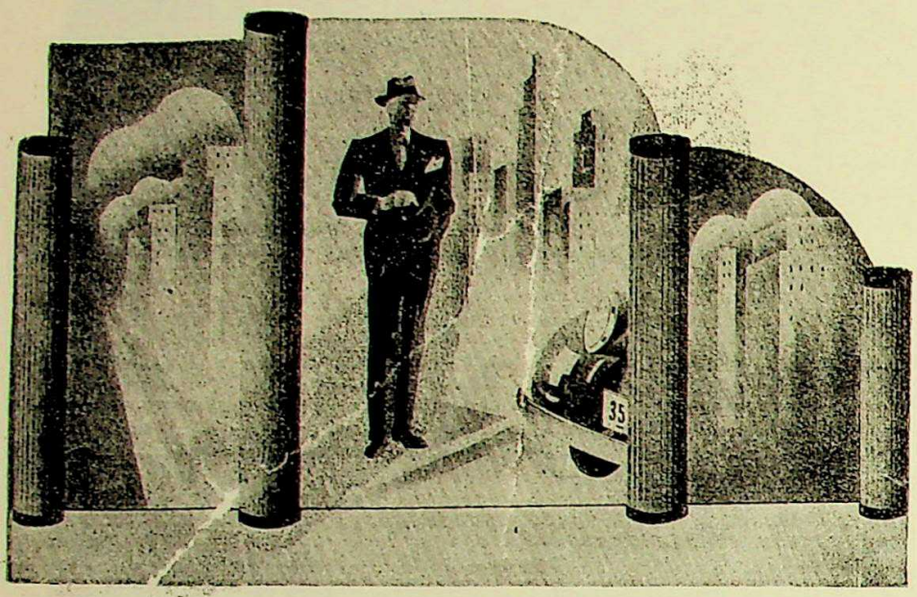
Also obtainable in Gold and Silver, 20 feet individually boxed. 10 feet interlocked.... 65¢
12 rolls or more. Per roll 60¢



Flitter Covered Corrugated Reytrim

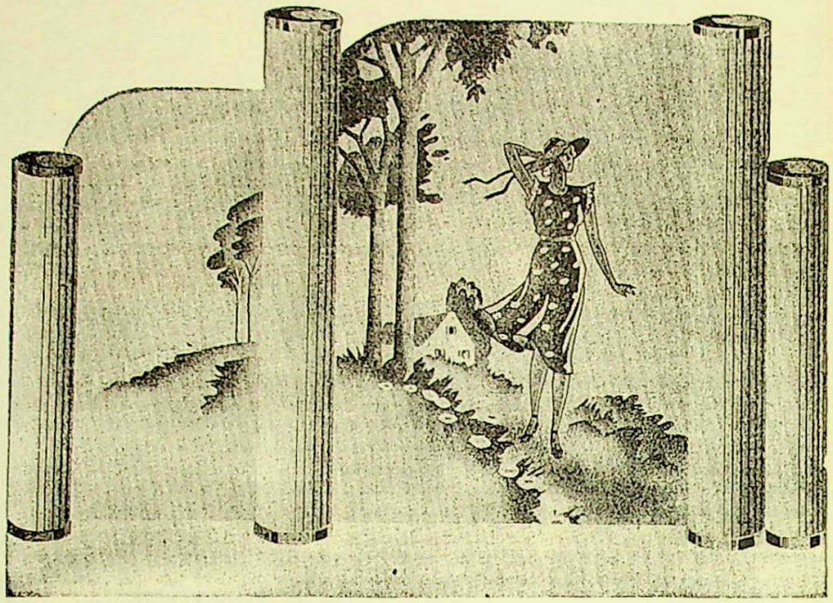
Comes only in rolls 48 inches wide by 25 feet long (100 square feet). Available only in White, Flame Red, Emerald Green and Napoleon Blue. The top ridges of the Reytrim are very heavily covered with a very fine grade of silver glass flitter, allowing the color to show only in the deep part of the corrugation (3½ pounds of flitter are used to every roll). Per roll..... $6.00

MORE ATTRACTIVE UNITS FOR SPRING AND SUMMER



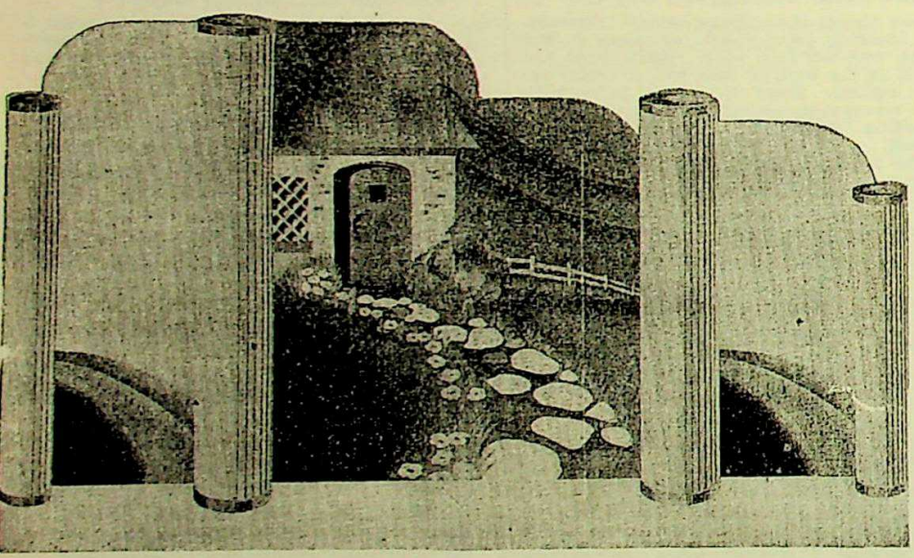
MEN'S WEAR UNIT

No. RS-[illegible]38—The elegance of the well-dressed male is well expressed in this modern Men's Wear Unit. Designed especially for displays of men's clothing and accessories, the center panel is of White Embo-Wave flanked by side panels and sturdy columns of Light Green Giant Ribroll. The dapper male figure in the center panel is in smart shades of Blue, and the balance of the display is sprayed in blending shades of Blue-Gray, Brown and White. Individually packed in corrugated containers, assembly instructions included. **$6.50**
Size: 7′ 10″ long x 4′ high. Each .....



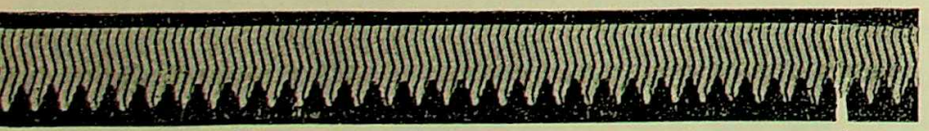
WOMEN'S WEAR UNIT

No. RS-238—To displays of Milady's things, this appealing and seasonable background of feminine appeal—with its hint of warm gentle breezes—will surely attract attention. Orchid Embo-Wave is used for the large panel, which is flanked by a small panel of Embo-Wave in the same exquisite shade. Skillfully sprayed in four beautiful colors, the ensemble is completed by Giant Ribroll columns of Light Primrose. Individually packed in corrugated containers, assembly instructions included. **$6.50**
Size: 6′ 10″ long x 5′ high. Each .....



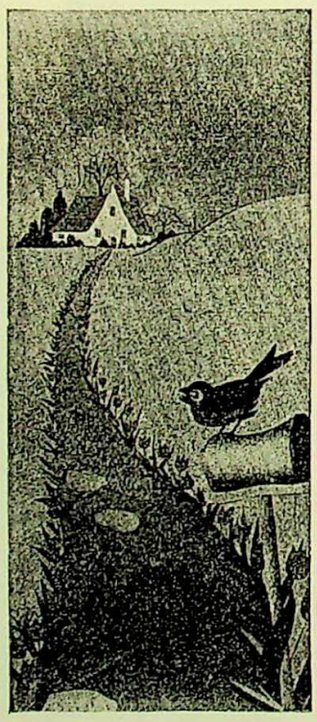
COTTAGE UNIT

No. RS-338—Here is a beautiful and colorful unit that can be used throughout the entire spring and summer season. Exquisite pastel shades of Salmon Red, Spring Green, Baby Blue, Dark Blue and Primrose, blended in such a way that it makes one of the prettiest units that you have seen so far. This unit separated by four columns of Primrose Giant Ribroll, with two 6″ and two 8″ gold Reycaps. Size: 7′ 10″ long x 5′ high. Price, each **$6.50**



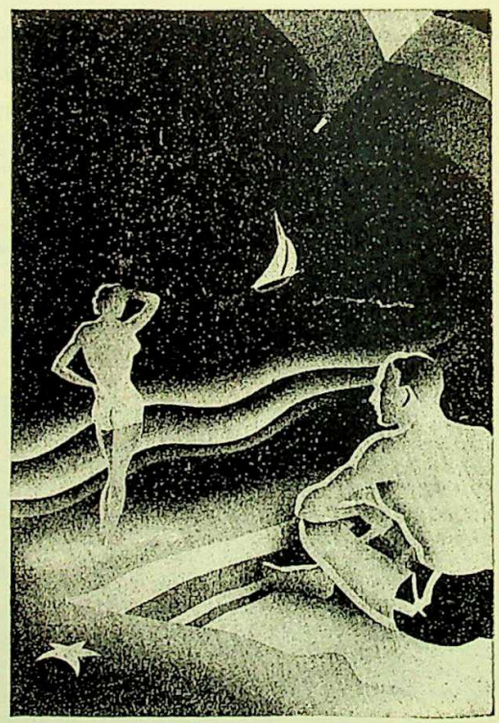
RIPPLEWAVE EDGING

Here is a beautifully designed finishing touch for window backgrounds, floors and panels. A splendid trim for the edges of counters, ledges and shelves. Easily and quickly applied, Ripplewave Edging is available in the twenty-two beautiful colors listed on page 9. Packed in rolls 25 ft. long, 12½ ft. interlocked in individual boxes. Per roll ..... **35¢**



BIRD PANEL

No. RS-838—Here is a very attractive panel, quite appropriate for use from the first days of spring until well in the summer. Processed in five brilliant colors on light green Embo-Wave, this appropriate panel will surely attract attention wherever used. Packed in individual corrugated cartons. Size: 40″ wide x 72″ long. Each panel is priced at..... **$3.00**



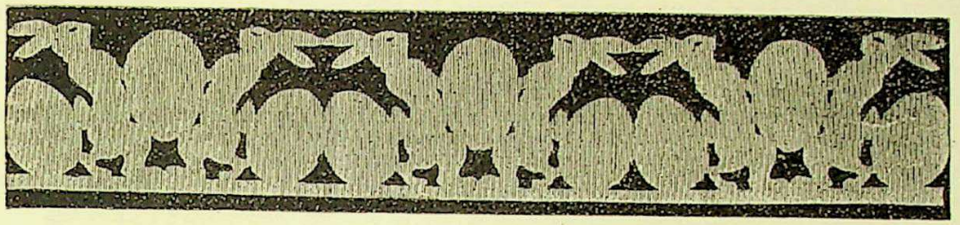
BEACH PANEL

No. RS-638—Boost your summer sales of beach wear, sports wear and vacation accessories with this alluring Beach Panel—so suggestive of pleasant vacation days. National Blue Embo-Wave, with the bathers in Sun-tan, Light Blue, White and Brilliant Red complete the color scheme. Individually packed in mailing tubes. Size: 40″ wide x 72″ long. Each **$3.00**

Valances, Picket Fence and Icicles

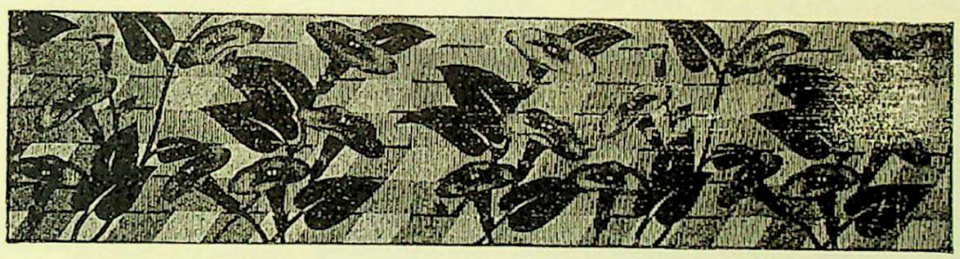
BIRD CUT-OUT VALANCE—Size 16 in. wide x 25 ft. long. A most appropriate valance to radiate cheer throughout your store during the entire spring and summer season. When cut apart, it makes unusually attractive individual decorations for walls, windows, showcases, etc. Left intact, it is a beautiful valance for window or store interior.

Solid Colors: No. RBV-22—Nile Green. No. RBV-37—Copenhagen Blue.
Packed in rolls in individual cartons. Per roll $2.75



EASTER RABBIT CUT-OUT VALANCE—Size 16 in. wide x 25 ft. long. Create a real Easter atmosphere throughout your store with this unique Easter Rabbit Cut-out Valance, which can be used in so many attractive ways. Use it in its entirety as a most attractive valance or cut it into sections for individual decorations for walls, windows and the tops of ledges or showcases.

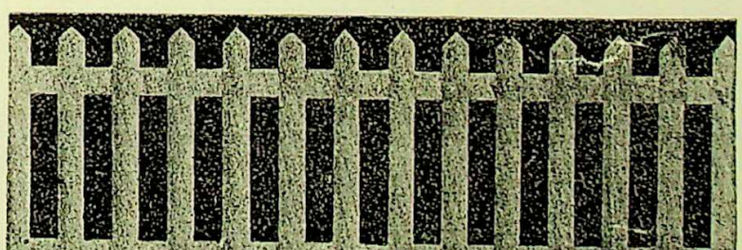
Solid Colors: No. RE-72—Canary Yellow. No. RE-41½—Wood Violet
Packed in rolls in individual cartons. Per roll $2.75

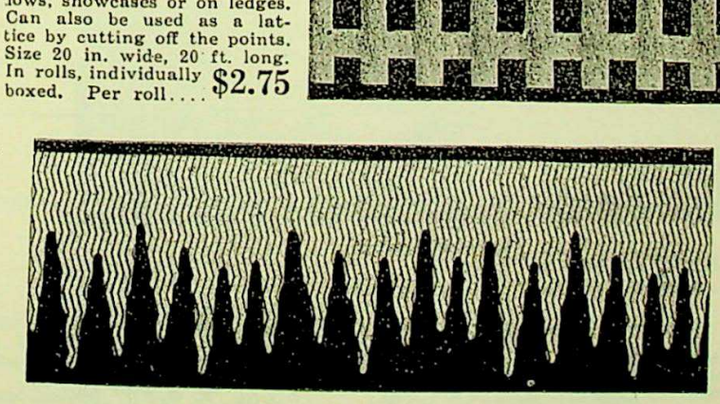


MORNING GLORY VALANCE No. RS-538—20 in. wide, 25 ft. long. The color and glory of bright spring and summer days are embodied in this beautiful Morning Glory Valance. The light green lattice is covered with a vine of morning glories in exquisite shades of Pink, Lavender and Purple on a background of White. The vine and leaves, of course, are in leaf green. A splendid trim for windows, showcases, ledges and columns. Each valance is rolled and packed in an individual corrugated carton. Price, each $3.75

PICKET FENCE

No. RS-38 — An idea — good the year round—for your window and store interior decorations! The attractive ways in which this new Picket Fence may be used are numerous. Draped with artificial flowers or foliage, it makes a splendid background for merchandise displays in windows, showcases or on ledges. Can also be used as a lattice by cutting off the points. Size 20 in. wide, 20 ft. long. In rolls, individually boxed. Per roll $2.75





RIPPLEWAVE ICICLES

Ideal in hot summer day to give your window and interior displays that pleasant, much sought for effect. Particularly appropriate for windows, store and shelf decorations where cold beverages and refreshments are served. In rolls 9 in. wide, 25 ft. long, individually boxed.
Per roll ..... 75¢

RIPPLEWAVE

A Miracle in Corrugation

Now available in rolls 52 inches wide, 23 feet long. Made in 22 colors, giving marvelous two-tone effects.

Ripplewave, a dramatic, a sensational answer to the demand for something new in decorative material.

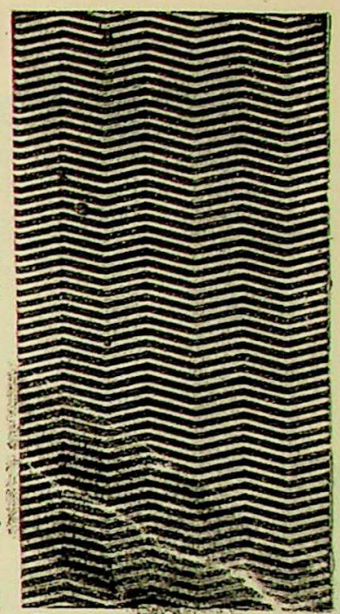
Beauty, artistry, illusion added to the strength of corrugation.

The new 52-inch wide Ripplewave has a substantial liner and will stand alone in its full width in panels. In columns, pedestals and plateaus it will support unusual weight.

No.	No.
RW- 1—White	RW-12—Light Orange
RW- 2—Black	RW-13—Canary
RW- 3—Purple	RW-14—Light Coffee (Buff)
RW- 4—Light Green (Nile)	RW-15—Dark Coffee (Light Brown)
RW- 5—Dark Green (Emerald)	RW-16—Ivory
RW- 6—National Blue	RW-17—Orchid
RW- 7—Powder Blue	RW-18—Mushroom
RW- 8—Flame Red	RW-19—Sea Foam
RW- 9—Rust (Russet)	RW-20—Light Primrose
RW-10—Orange	RW-21—Fawn
RW-11—Dark Brown	RW-22—Azure

100 square feet to a roll (52 inches wide) by 23 lineal feet. Per roll $3.50

Write for sample color swatches.



The above illustration is ¼ actual size.

EMBOSSO PAPER

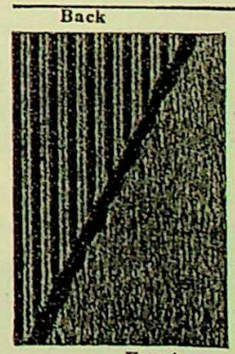
Is a heavy embossed paper, backed with heavy special backing paper that lies perfectly flat and is especially adapted to various decorative uses where rigidity is not essential. It is especially adapted for covering surfaces, making floor mats, covering panels, etc. The BIG FEATURE is the wide width, as EMBOSSO comes in rolls 60 inches wide by 30 feet long.

EMBOSSO is a very tough and sturdy embossed paper board material, very heavy. It has the exact appearance of grained leatherette cloth, excellent as a floor covering, background or panel material. Very fine for re-covering plateaus, pedestal sets and tubes. Size of roll 60 in. wide by 30 ft. long. Price, per roll $3.25

EMBOSSO PAPER is carried in stock in the following colors:

No.	No.	No.
EP- 1—White	EP- 8—Flame Red	EP-16—Ivory
EP- 2—Black	EP- 9—Rust (Russet)	EP-17—Orchid
EP- 3—Purple	EP-10—Orange	EP-18—Mushroom
EP- 4—Light Green (Nile)	EP-11—Dark Brown	EP-19—Sea Foam
EP- 5—Dark Green (Emerald)	EP-12—Light Orange	EP-20—Light Primrose
EP- 6—National Blue	EP-13—Canary	EP-21—Fawn
EP- 7—Powder Blue	EP-14—Light Coffee (Buff)	EP-22—Azure
	EP-15—Dark Coffee (Light Brown)	

Back



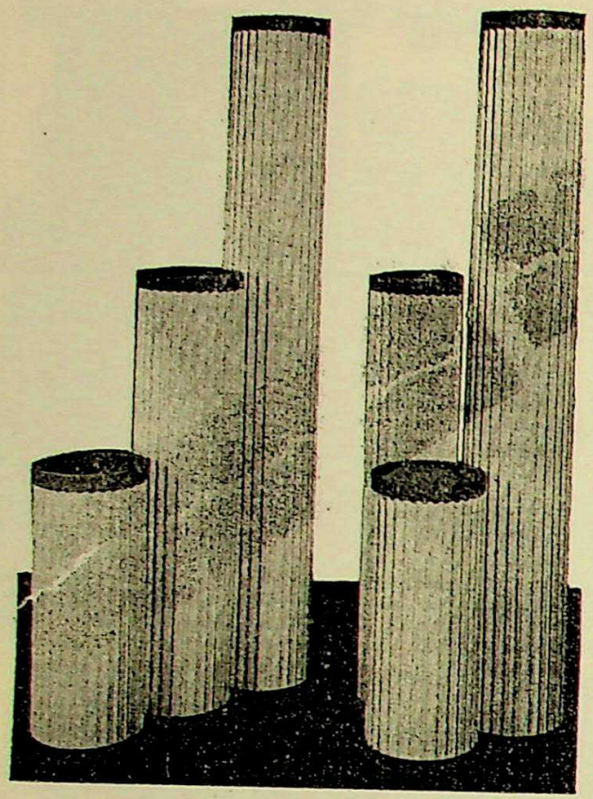
Front

EMBOSSO BOARD

Is identically like EMBOSSO PAPER, the only difference being that EMBOSSO BOARD is Embosso paper made with a corrugated paper back to give it bulk and make it rigid and very strong. It is ideal for all decorative uses and is especially adapted for making pedestals, for use with RING SETS or wherever strength is a factor in making display hold weight. Same as the other corrugated decorative materials now on the market. Very rigid when made into columns, cylinders, plateau displayers or background panels. Size of roll 60 in. wide by 20 ft. long. Price, per roll of 100 square feet $3.00

EMBOSSO BOARD is carried in stock in the following colors:

No.	No.	No.
EW- 1—White	EB- 7—Powder Blue	EB-15—Dark Coffee (Light Brown)
EB- 2—Black	EB- 8—Flame Red	EW-16—Ivory
EB- 3—Purple	EB- 9—Rust (Russet)	EB-17—Orchid
EW- 4—Light Green (Nile)	EB-10—Orange	EB-18—Mushroom
EB- 5—Dark Green (Emerald)	EB-11—Dark Brown	EB-19—Sea Foam
EB- 6—National Blue	EB-12—Light Orange	EB-21—Fawn
	EB-13—Canary	
	EB-14—Light Coffee (Buff)	



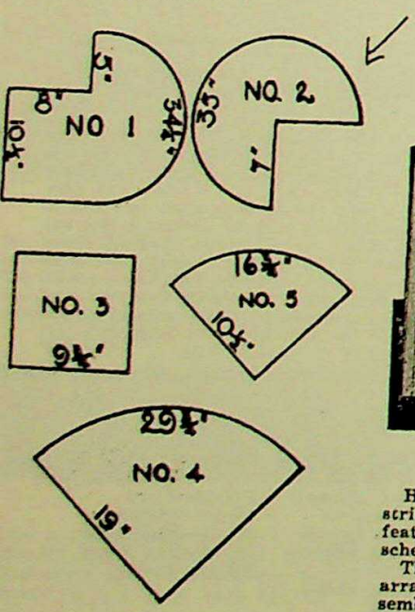
6-PIECE JUMBO PEDESTAL SET

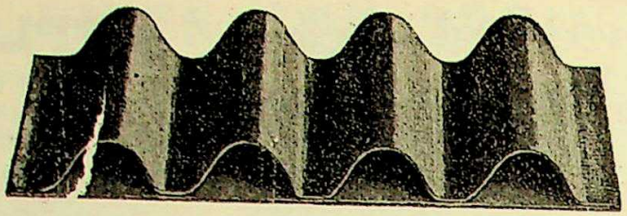
There's a world of possibilities in your windows and ledges with these sets. They can be used very nicely by putting three on each side of an attractive panel, thereby completing a background or ledge unit. Each set consists of 2 pedestals 18 in. high, 2 pedestals 30 in. high and 2 pedestals 48 in. high (all 8 in. in diameter). Made of corrugated white Giant Rib Roll with 8-in. silver Reycaps. Price complete, per set..... **$2.25**

Can also be furnished in any color of Giant Rib Roll listed on this page with either silver or gold rings. Price, per set..... **$2.45**

REYCLIPS

Reyclips are made of bright stainless steel. They are an important aid in assembling columns, display units, backgrounds and other items of fabricated Reytrim. Have three (3) sharp interlocking prongs which clinch quickly and surely. Packed 1000 to a box. Per box..... **$1.00**





GIANT RIB ROLL OR CORAMOLD

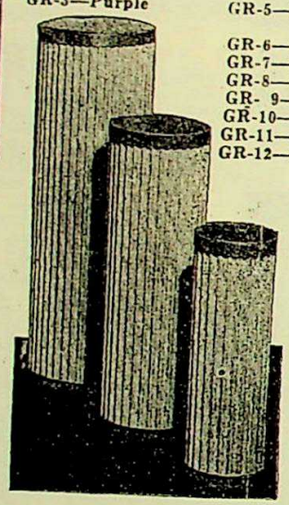
A real innovation in decorative treatment
A moderne, inexpensive display material

This wide wale heavy duty corrugated paper highly tinted in rich, attractive colors, will give life and color to the interior of your store around columns, ledges, showcases, panels, backgrounds, fixtures.

Giant Rib Roll is being used by America's leading display men and is highly recommended as the finest and latest discovery in solving the problem for that long wanted new, decorative material—so versatile that with shears, pins and a hammer, you can get hundreds of striking and appealing effects. Can be painted and repainted many times. Furnished in rolls 48 in. wide x 25 ft. long. Plain White (Natural). 48 in. x 25 ft.
Per roll of 100 square feet..... **$3.50**
Colors. 48 in. x 25 ft.
Per roll of 100 square feet..... **$3.75**

COLORS:

No.
GR-1—White
GR-2—Black
GR-3—Purple



No.
GR-4—Light Green (Nile)
GR-5—Dark Green (Emerald)
GR-6—National Blue
GR-7—Powder Blue
GR-8—Flame Red
GR- 9—Rust (Russet)
GR-10—Orange
GR-11—Dark Brown
GR-12—Light Orange

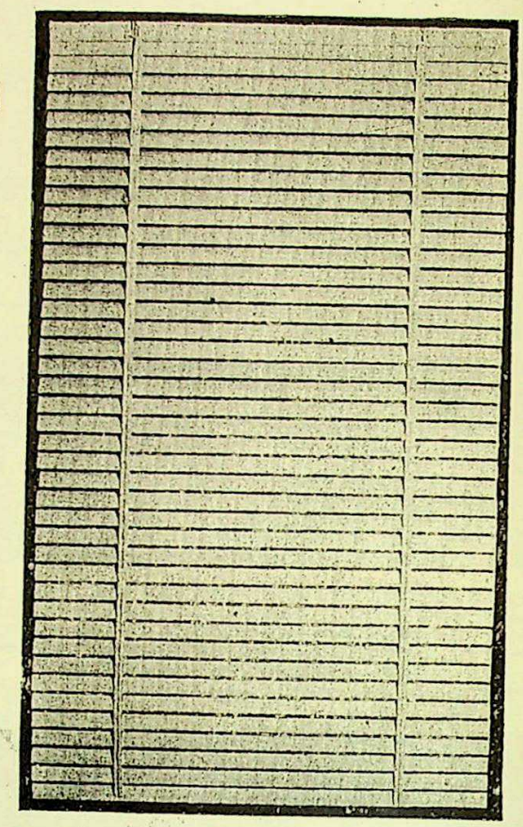
No.
GR-13—Canary
GR-14—Light Coffee (Buff)
GR-15—Dark Coffee (Lt. Brown)
GR-16—Ivory
GR-17—Orchid
GR-18—Mushroom
GR-19—Sea Foam
GR-20—Lt. Primrose
GR-22—Azure

CAPS FOR GIANT RIB ROLL ONLY

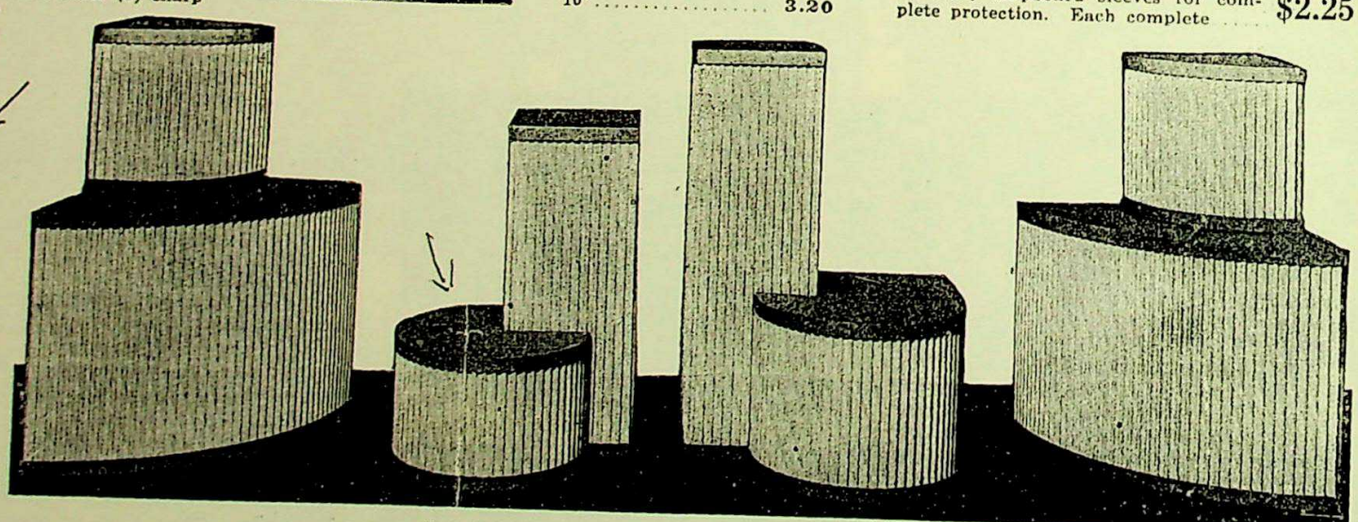
Caps for completing the construction of pedestals and columns are an indispensable part of the displayman's equipment. Complete instructions for assembling are printed on the inside of each cap. Stocked in Gold or Silver, one dozen in a box.

Round only	Per doz.
6".....	$2.00
8".....	2.50
10".....	3.20

PAPER
VENETIAN BLINDS



So Attractive—So Convenient—So Ecomonical—that no retail store should be without them for decorative purposes in window displays and interiors—and for actual use where blinds are needed. Actually a complete workable Venetian Blind, sturdy in construction, equipped with tapes and cords for raising, lowering and tilting. Fixtures for hanging are included. 36 in. wide, 65 in. long when lowered. Stocked in Ecru with white or gold tapes. Wrapped in heavy chipboard sleeves for complete protection. Each complete..... **$2.25**



EIGHT-PIECE JUMBO PLATEAU SET

Here is just the Plateau Set you have been waiting for! This striking contrast of Blue caps and White Giant Rib Roll will feature your merchandise to its best advantage. If a different color scheme is desired, merely paint the caps a varying color.

The construction of this set is such that it will enable you to arrange it 101 different ways. Simple instruction sheet for assembly is enclosed.

Each set consists of 8 pieces:
1 Plateau 12 in. high
1 Plateau 9 in. high
1 Plateau 24 in. high
1 Plateau 20 in. high
2 Plateaus 18 in. high
2 Plateaus 12 in. high
Packed in extra strong carton, complete as shown.
Price..... **$9.00**

TWO EXCLUSIVE G.-W. SPRING BACKGROUND UNITS

Now!

72-INCH

FULL SIX FEET WIDE

Corrugated Display Paper

PK-72

White Only

72 in. Wide by 25 ft. Per roll **$4.50**

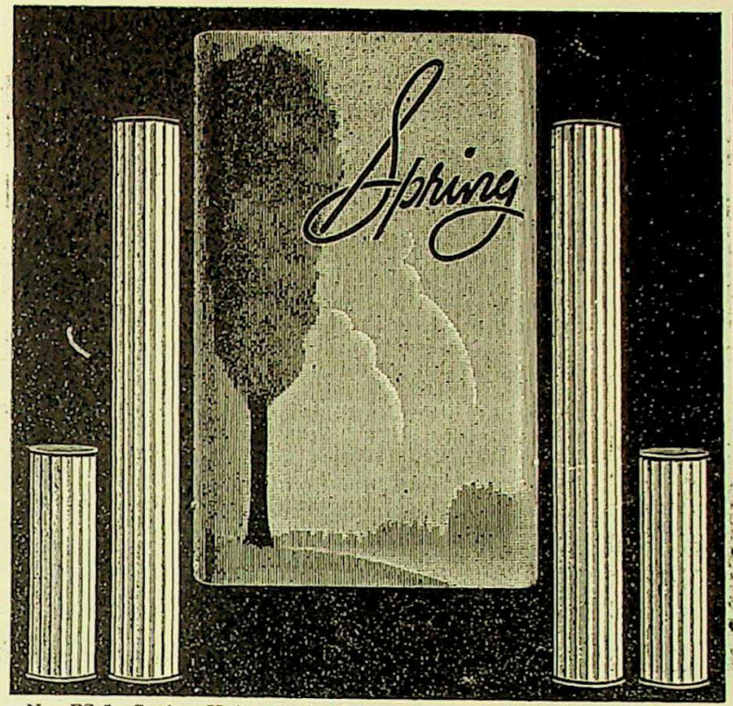
For Columns, Backgrounds, Large Panels and Walls. Saves Labor

72-INCH EMBOSSED CORRUGATED

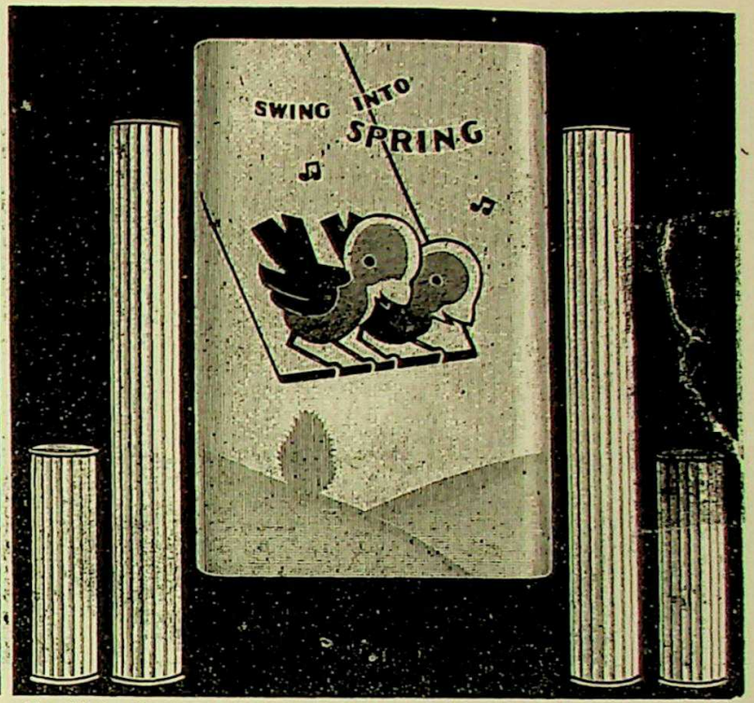
Full 6 Feet Wide

No. CF-72—White only, 25 ft. to the roll. 72 in. wide. Not quite as heavy as PK-72 described above. Per roll $3.00

For columns, backgrounds, panels. Will save time and labor.



No. FS-5—Spring Unit. Light Green, Black and White air brushed on Nile Green Backgrounds. The center panel is 42 in. wide x 72 in. high, mounted on an E-Z Form which allows the panel to stand out in full relief. Two 60 in. x 7 in. auxiliary pedestals. Spring Unit complete $8.95
Panel only $4.00



No. FS-6—"Swing Into Spring" Unit. Shades of Dark Green and Light Red Orange and Black on Light Buff Background. The center panel is 42 in. wide x 72 in. high, mounted on an E-Z Form which allows the panel to stand out in full relief. Two 60 in. x 7 in. auxiliary pedestals. "Swing Into Spring" Unit complete $8.95
Panel only $4.00

LEATHERETTE WINDOW FLOOR COVERINGS

Satin-Glo Art Tone

A plain, unembossed, washable leatherette fabric with a satin-like lustre. Carried in stock in following colors:

No. BS-440—White
No. BS-441—Green
No. BS-449—Ivory

Put up in rolls 53 to 54 in. in width x 36 ft. Per roll $6.00

Cut lengths, at, per yd ..60¢

In lots of 5 rolls (60 yds.) or more. Per 12-yd. roll $5.75

Write for sample swatches.

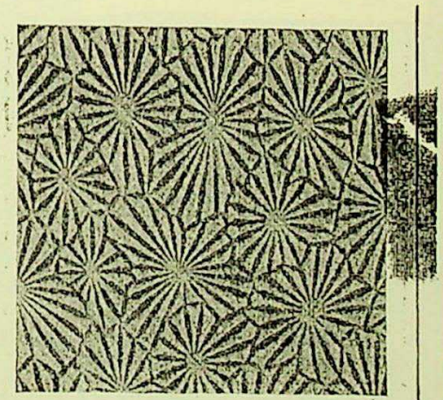
SIGN CLOTH

Satin finish, dull, weatherproof.

No. BS-901—White
No. BS-902—Yellow

Put up in rolls 52 in. wide x 36 ft. Per roll $4.00

Cut lengths, at per yd ..40¢



New! Frosted Glass Leatherette

A decidedly different pyroxylin coated display fabric in two-tone combinations. Has innumerable uses. Carried in stock in the following colors:

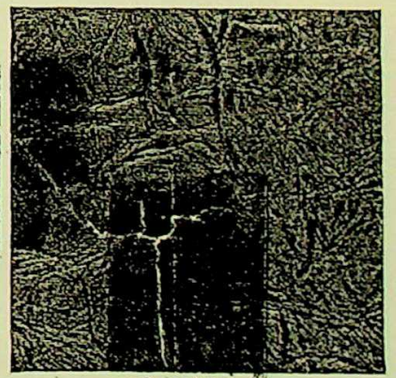
No. BS-735—All White
No. BS-736—Buff and White
No. BS-737—Green and White
No. BS-739—Blue and White
No. BS-741—Silver and White
No. BS-742—Gold and White
No. BS-090—Red and White

Put up in rolls 53 to 54 in. in width x 36 ft. Per roll $6.00

Cut lengths, at, per yard ..... 60¢

In lots of 5 rolls (60 yards) or more. Per 12-yard roll $5.75

Write for sample swatches.



Spanish Finish Leatherette

A heavily embossed washable leatherette fabric in exact imitation of Spanish leather. An excellent and popular floor covering, or may be used as a background or panel material. Fine for recovering pedestals, plateaus, etc. Easy to apply. Carried in stock in the following colors:

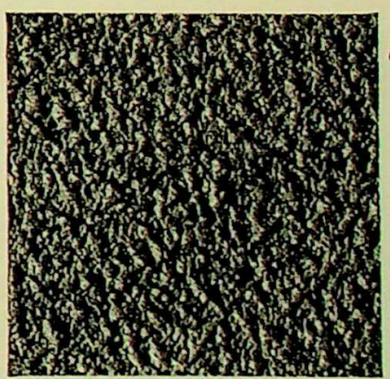
No. BS-800—White with silver filled grain
No. BS-801—Ivory with silver filled grain
No. BS-803—Light green with silver filled grain
No. BS-815—Orchid with green filled grain

Put up in rolls 54 inches wide by 36 ft. Per roll $6.50

Cut lengths, at, per yard ..... 65¢

In lots of 5 rolls (60 yards) or more. Per 12-yard roll $6.25

Write for sample swatches.



"BRIAR SHEEN"

$5.75

Per Roll

Leatherette or Satin Glo Briar Grain. A heavily embossed washable leatherette fabric. An excellent and popular floor covering, background or panel material. Also fine for recovering pedestals, plateaus, etc. Easy to apply, does not fray, keeps its satin-like lustre. Carried in stock in following colors:

No.	No.	No.
BS-700—White	BS-709—Silver	BS-718—Royal Blue
BS-701—Ivory	BS-710—Light Blue	BS-325—Tan
BS-702—Buff	BS-711—Red	BS-391—Canary Yellow
BS-703—Light Green	BS-712—Sand	
BS-704—Medium Green	BS-713—Light Brown	BS-328—Bright Orange
	BS-714—Black	
BS-705—Chartreuse	BS-715—Gold	BS-314—Dark Orange
BS-706—Yellow	BS-717—Canary Yellow	
BS-708—Powder Blue		BS-654—Dark Red

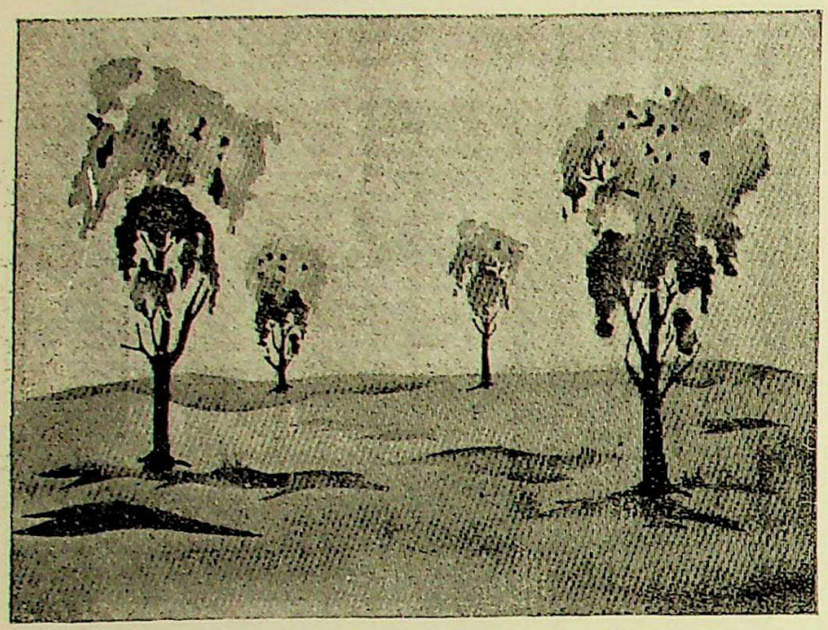
Put up in rolls 53 to 54 in. in width x 36 ft. Per roll $5.75

Cut lengths at, per yard ..... 57½¢

In lots of 5 rolls (60 yards) or more. Price per 12-yard roll $5.50

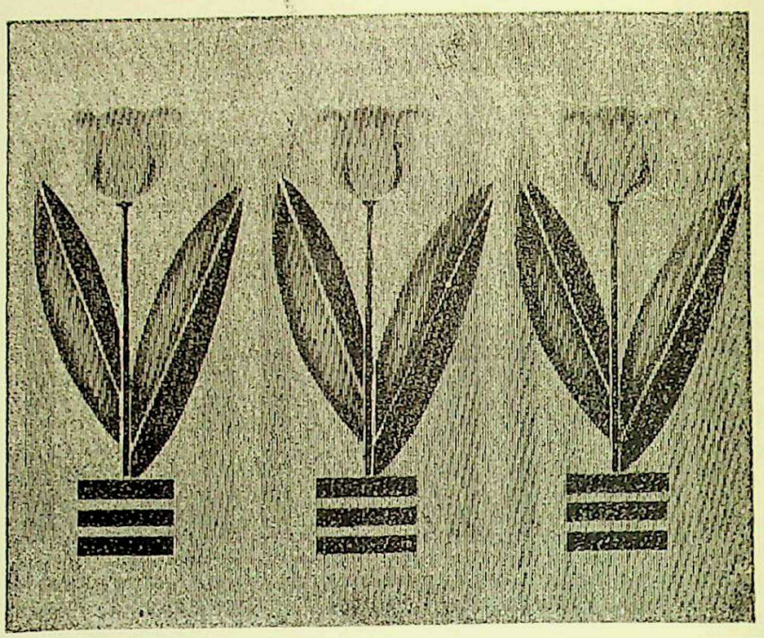
Silver same price as Colors. Write for sample swatches.

NEW COLORDEX . . . 60 inch . . . Continuous Patterns



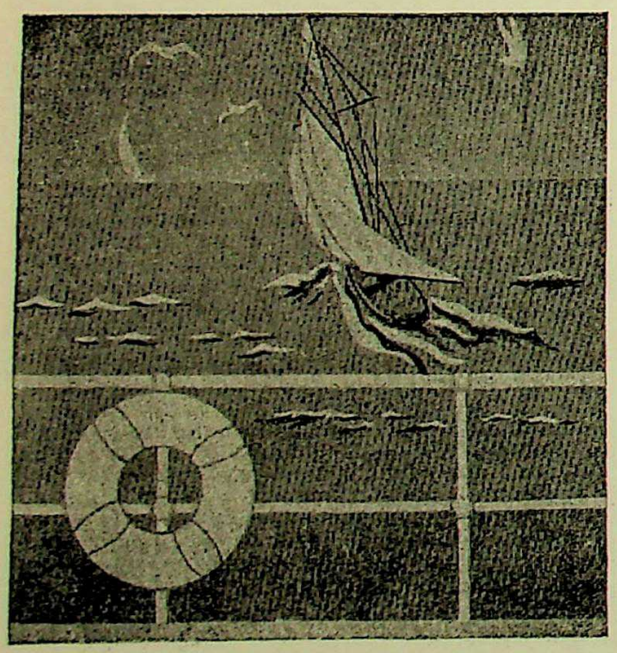
SPRING SCENIC DESIGN COLORDEX

No. CS-138—A beautiful continuous pattern showing trees and meadow in the fresh delicate green of spring on a very delicate shade of primrose. This may be cut into separate panels or used for a continuous background. Design repeats every 80". In rolls 60" x 20'. Per roll..... $4.95



GIANT TULIP DESIGN COLORDEX

No. CS-338—A 60" pattern in natural tulip colors with the blossoms in brilliant orange and the pots in deep green on a yellow background with the design repeating every 24". For a continuous design or cutting into sections for individual displays, here is a short cut to economy in your spring display budget. In rolls 60" x 15'. Per roll..... $4.95



SEA-RAMA DESIGN COLORDEX

No. CS-238—Here is a continuous repeating five-foot pattern in ocean blue with the ships, rail and life preserver in white, sailboats in blue, orange and white, and gulls and whitecaps white. This can also be cut into 3 individual panels for separate units. In rolls 60" x 15'. Per roll.... $4.95

BAMBOO PANELS OR SCREENS

Here is something new—bamboo E-Z Frame tubes with 1 in. space between each length and a cork ball used to separate the lengths, yet flexible and strongly constructed. May be used flat as shown or formed into a curve or circle. It can be used close to the window glass so that it is possible to look between the strips or as a background panel. A marvelous setting for any display of warm weather sports wear, tropical apparels, bathing goods, etc.

Size per panel, 84 in. x 36 in — one to a carton. Each..... $7.95

BAMBOO E-Z FRAME comes in 7 ft. lengths the same as our silver E-Z Frame, 1 dozen lengths to the carton. It comes in glossy bamboo yellow with the ridge markings in brown, and looks so realistic that at a glance it cannot be distinguished from the real thing. For framing corrugated wallboard or cardboard panels. Per carton of 12, 7-ft. lengths..... $4.25

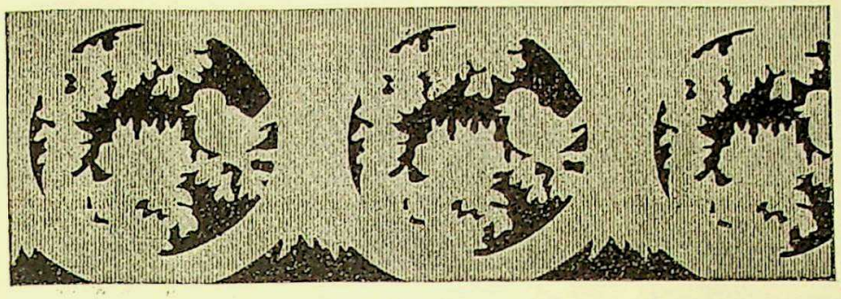
E-Z Frame Corner Brackets. Silver only. Set of four..... 50¢

STRAW HAT DESIGN COLORDEX

No. CS-438—A pattern designed for straw hat promotion. Figure portrayed in flesh, browns, white and straw yellow with boat and sea in white and green. Copy in green and background in pale green. This illustration smacks of the cool tang of the sea and will add that cool atmosphere of summer comfort to your hat displays. A 5' pattern which may be cut into three separate panels. In rolls 60" x 15'. Per roll..... $4.95

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

DIE-CUT AND AIRBRUSHED VALANCES

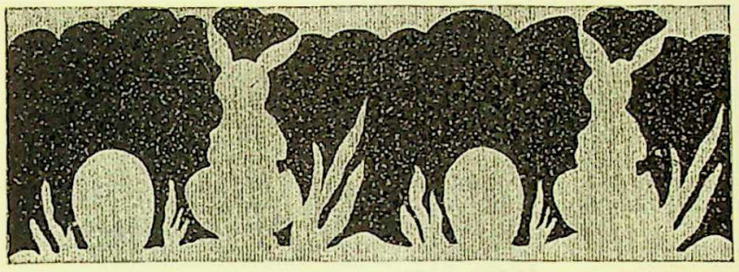


SPRING DESIGN DIE-CUT VALANCE

No. CS-538—This valance is executed in an attractive cut-out pattern of spring green Colordex depicting a mother bird on a leafy branch near her nest of little ones. The design repeats about every 24". In rolls 20" x 20'. Per roll..... $3.00

SPRING ROBIN DESIGN VALANCE

No. CS-738—The pattern is air-brushed in natural spring colors on a light yellow background. Design repeats every 48". Four complete repeats per roll and may be cut apart and used as individual panels for ledge or background display. In rolls 20" x 20'. Economy Pattern. Per roll..... $3.00

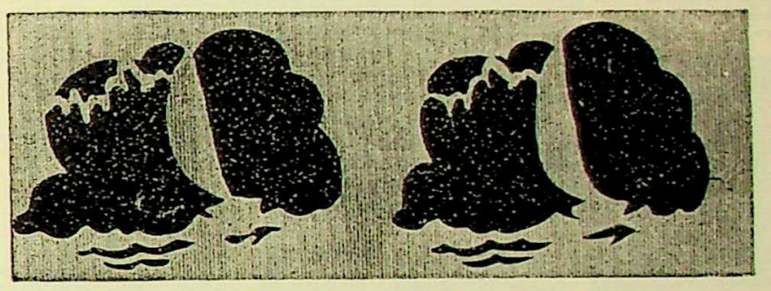


EASTER DESIGN DIE-CUT VALANCE

No. CS-638—Cut-out of white Colordex which depicts a rabbit and Easter egg pattern with the design repeating every 26". In rolls 20" x 20'. Per roll..... $3.00

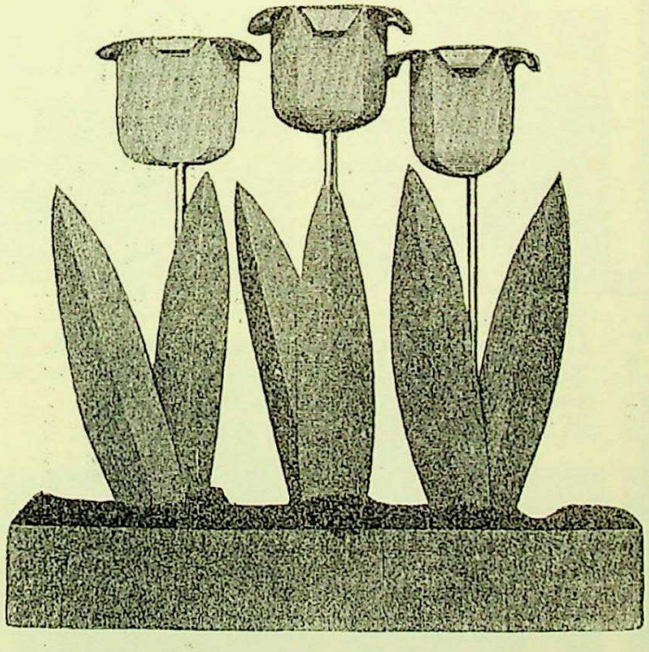
GIANT COLORDEX CUT-OUT BUNNY

No. CS-1037—Here is a novel idea for your Easter promotion. It is large enough to be used as the principal decorative motif through the entire display scheme. On walls, posts, counters and window backgrounds, as well as ledges. Comes in white with features air-brushed in natural colors. Size 5' high by 2' wide, 3 in a carton. Per set of 3 ..... $4.95



MARINE DESIGN DIE-CUT VALANCE

No. CS-838—This cut-out of azure blue Colordex depicts a sailboat, gull and wave pattern with the design repeating every 20". In rolls 20" x 20'. Per roll..... $3.00

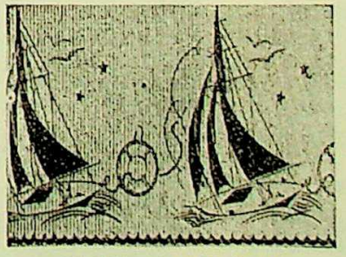


COLORDEX TULIPS

The tulips, in three different colors, with silver stems, are cut-out, ready to assemble. May be used anywhere in the store, with any type of merchandise. Ideal for window or ledge display.

SINGLE CUT-OUT TULIP

No. CS-937—With bright green flower pot base. Blossoms in choice of canary, coral or apricot. Size overall 5' high by 2' wide. One to a carton with instructions for assembling. Price, each..... $1.25



SAILBOAT PRINTED VALANCE

A new modern pattern in blue and red with a 20" repeat pattern running the horizontal length of the roll. 48" wide x 25' long. Per roll..... $2.50

Colordex E-Z Frame

It permits the use of Colordex in many interesting new ways. It can be used by a novice. Rigid and attractive frames for panels can be fabricated in but a few minutes and in sizes up to seven square feet. A very useful booklet is available showing many unique ways to use this new item. Send for it.

Colordex E-Z Frame is available in silver, with spring steel corner clamps and feet to match.

COLORDEX E-Z FRAME

Packed one dozen 7-ft. lengths to the box. Per box... $3.25

E-Z FRAME METAL CORNER BRACKETS

Silver only. Per set of four.... 60¢

METAL E-Z FEET

Metal feet for E-Z Frame. Silver only. Per pair..... 85¢

COLORDEX BATHING GIRL PANEL

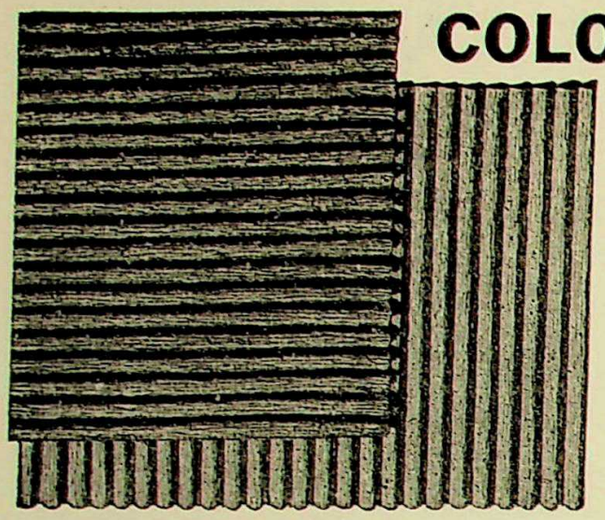
A panel in glowing color on a white background and the subject is most attractive. Comes framed in bamboo E-Z Frame. Size 30" x 72". One to a carton. Complete with frame..... $4.75

COLORDEX FISH PANELS

An E-Z Form panel that stands by itself. The illustration gives the appearance of being under water with a large tropical fish in vivid tones and a sandy bottom with shell and seaweed. These panels come in pairs with a left and right design. Two panels to the carton. Per set..... $5.25

COLORDEX

The Colorful Corrugated Display Material in Plain Colors



Colordex resiliency, flexibility and convenient size afford universal adaptability to all display problems.

"E-Z cut" guide lines in 1-inch squares on back of each roll for quick tailoring.

Individual packaging protection for each roll of Colordex guarantees safe delivery, and Colordex "Tri-Ply" construction insures long display life. With the use of a pair of scissors, a razor blade, a few pins and clips and your imagination, the ideas and effects that can be obtained with Colordex are unlimited. 60-in. width in rolls of 20 ft.

$3.00

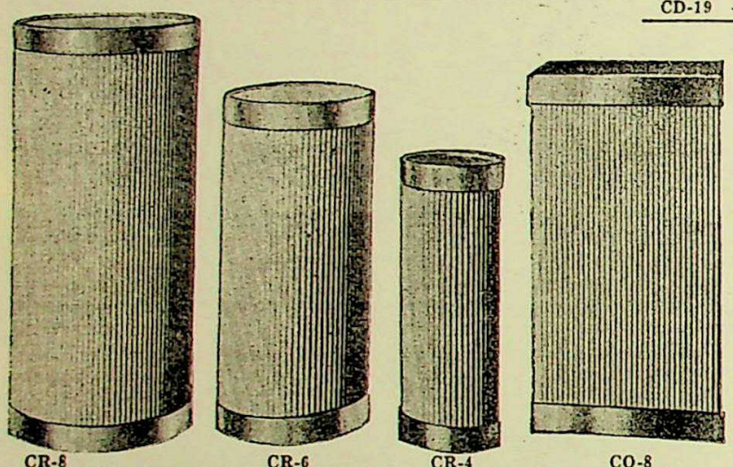
1 to 9 rolls. Per roll $3.00
Per ½ roll, 60 in. by 10 ft $1.65
10 to 24 rolls. Per roll 2.85
25 to 49 rolls. Per roll 2.70

Carried in stock in St. Louis in following colors, which match standard crepe paper colors:

No.	Color	No.	Color	No.	Color
CD-01	—White	CD-03½	—Light Brown	CD-06	—Coral
CD-02	—Black	CD-04	—Deep Brown	CD-06½	—Apricot
CD-03	—Slate Gray	CD-04½	—Sand	CD-07	—Blush Pink

No.	Color	No.	Color
CD-08½	—Cerise	CD-19½	—Light Emerald Green
CD-10½	—Flame Red	CD-20	—Emerald Green
CD-11½	—Burnt Russet	CD-24	—Baby Blue
CD-12	—Holly Red	CD-25	—Azure Blue
CD-12½	—Primrose (light yellow)	CD-25½	—Delft Blue
CD-13	—Canary Yellow	CD-26	—Medium Blue
CD-15	—Old Gold	CD-27	—National Blue
CD-16	—Orange	CD-27½	—French Blue
CD-17	—Mandarin	CD-29½	—Fuchsia
CD-17½	—Nile Green	CD-30	—Royal Purple
CD-18	—Apple Green	CD-33	—Orchid
CD-19	—Jade Green		

No. CD-101—Silver
No. CD-100—Gold.
30 in. x 20 ft. Per roll $3.75
Sample Color Chart Sent Free Upon Request.



CR-8 CR-6 CR-4 CO-8

PEDESTAL AND PILLAR SET RINGS AND OBLONGS

(U. S. Patent No. 2002734)

Make Your Own Modern Displays Quickly and Easily by the Use of Colordex and the New COLORDEX PILLAR SETS.

You can make your own pillars or pedestals in any height or color you may desire by buying the Colordex in any of the colors listed above, and the Colordex Pillar Ring Sets. The rings may be had in the following sizes:

No. CR-4 — 4½-in. Round Ring Sets — Silver or Gold or Black. Per dozen $1.35

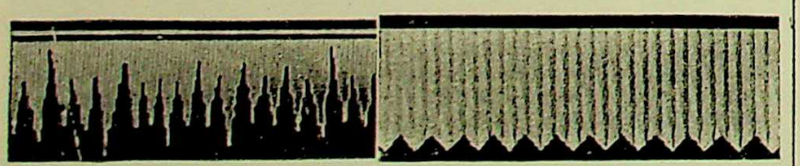
No. CR-6 — 6½-in. Round Ring Sets — Silver or Gold or Black. Per dozen $1.90

No. CR-8 — 8½-in. Round Ring Sets — Silver or Gold. Per dozen $2.40

No. CO-8 — Oblong Units — 8x5½-in. Silver only. Per dozen $2.40

No. CO-18 — Oblong Units — 18x5½-in. Silver only. Per dozen $5.50

Each of the above sets includes 1 top, 1 bottom and 2 inside inserts.



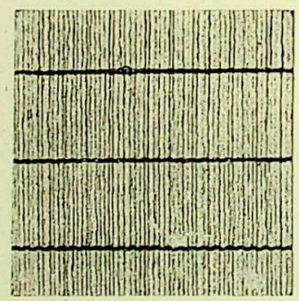
White Colordex Icicles

No. CX-1—Icicles can be put to hundreds of uses in your store, on ledges, posts, pedestals, border strips, panels and numerous other places. Very realistic in appearance. Per box of 2, 30-ft. lengths by 11 in deep. A total of 60 ft. Price $1.95

Colordex 2" Die-Cut Borders

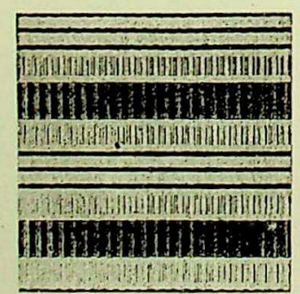
No. CD-124—A novelty that has a world of practical and decorative uses. Ideal for borders around window floors—bottom of showcases—back of wall-cases—edgings for shelves—panels—screens, etc. Use a combination of colors. Available in the following Colordex colors: CD-01-02-04-10½-11½-15-18-27. See list on this page. Die-cut edges—packed five 20-ft. lengths per box (100 ft.). Per box $1.95
Gold or Silver (100 ft.). Per box $3.00

4 NEW ALL-YEAR-ROUND PATTERNS



BAR-WAVE PRINTED COLORDEX

Size 30 in. x 20 ft. Per roll $2.25
No. G-329-D—Green on White
No. G-329-3 —Brown on White
No. G-329-2 —Blue on White

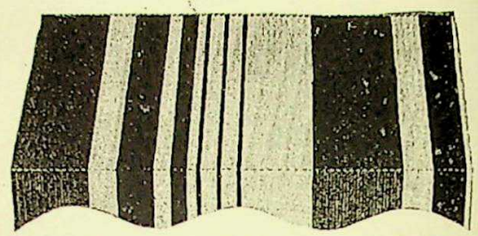


MODERN VARI-STRIPE COLORDEX

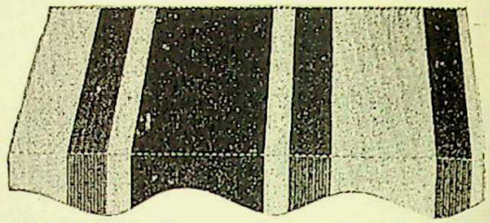
Size 30 in. x 20 ft. Per roll $2.25
No.
G-312-21—Brown, Silver on White
G-312-32—Two-tone Blue and Silver
G-312-23—Green, Silver on White

COLORDEX PRINTED AWNING

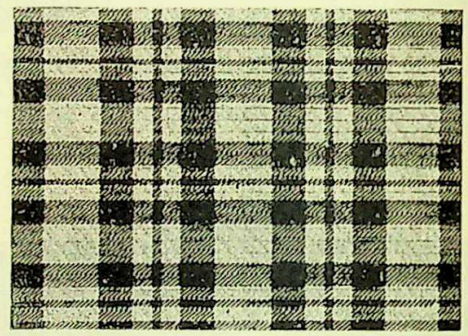
Two new awning patterns with scalloped edge for displays and interiors. Available in two widths. Packed one roll to a carton.



No. CS-004-2—Black and Red Stripes on White.
11½ in. x 25 ft. Per roll $2.00
18½ in. x 25 ft. Per roll 2.50

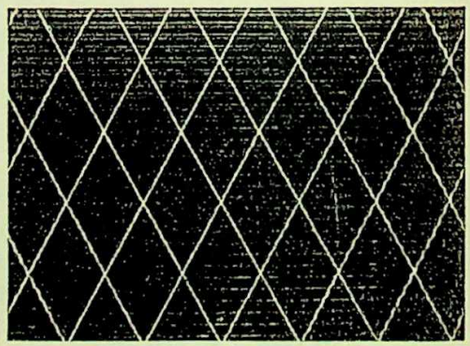


No. CS-004-3—Green and Orange Stripes on Canary Yellow.
11½ in. x 25 ft. Per roll $2.00
18½ in. x 25 ft. Per roll 2.50
No. G-333-9—White on Lavender



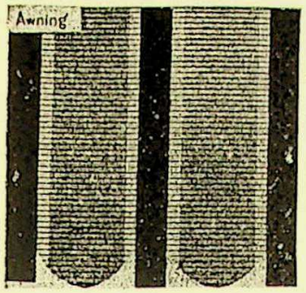
SCOTCH PLAID MODERN COLORDEX

Many uses will be found for this new Scotch Plaid design Colordex. Size 30 in. x 20 ft. Per roll $2.25
No. G-307-C—Purple on White
No. G-307-B—Brown on White
No. G-307-F—Red on White
No. G-302—Scotch Plaid. Black and Gold on White. 60 in. x 20 ft. Per roll $3.75

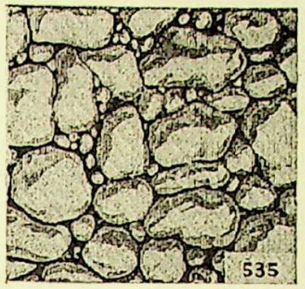


DIAMOND PIN STRIPE COLORDEX

A year-round printed pattern of Colordex. Size 30 in. x 20 ft. Per roll $2.25
No. G-333-2—Red on White
No. G-333-3—White on Green
No. G-333-I—White on Blue
No. G-333-J—White on Black
No. G-333-9—White on Lavender



No. G-004—Awning Design. Size 56 in. by 20-ft. rolls. Printed in green and mustard yellow on orange. Can be made into any conceivable awning effect. Per roll..... $3.75

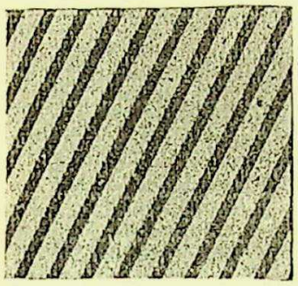


No. G-535—Stone Design. Size 59 in. by 20-ft. rolls. As realistic as a stone wall, in variegated grays, browns and black. For garden settings either as wall or walk. Per roll.. $3.75

Wood Pattern Colordex—Size 59 in. by 20-ft. rolls. Beautifully grained walnut design. Has all the appearance of fluted wood, especially appropriate for men's wear display. Per roll $3.75

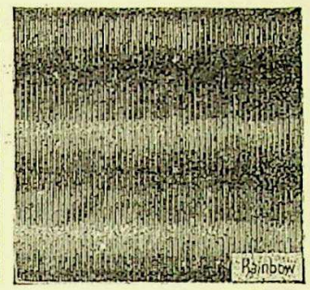
No. G-005—Light Walnut.
No. G-006—Dark Walnut.

PRINTED PATTERNS IN COLORDEX

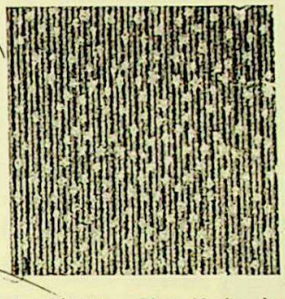


No. GS-004 — Lavender and silver stripes on white. Size 40 in. x 30 ft. Per roll..... $3.75

No. E-527—Same except printed in green and silver. 40 in. x 30 ft. Per roll $3.75



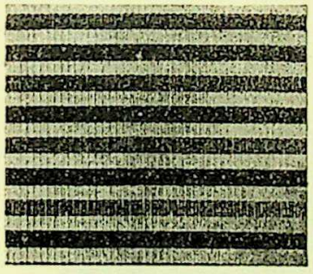
No. G-007—Rainbow Pattern. Size 59 in. by 20-ft. rolls. All the colors of the rainbow—green, blue, violet, red, orange, yellow. Just the thing for lampshades. Effective used in the window as well. Per roll. $3.75



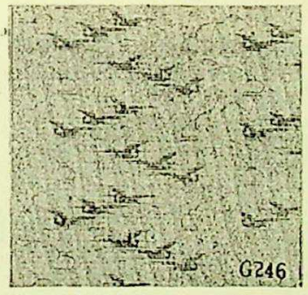
No. G-229 — Size 60 in. by 20-ft. rolls. Small gold stars on a background of Nile green. This pattern is ideal for showcase trimming. Per roll $3.75

No. E-522—Same except gold star on white background.

No. CX-230—Small white stars on red. Size 60 in. x 20 ft. Per roll... $3.75

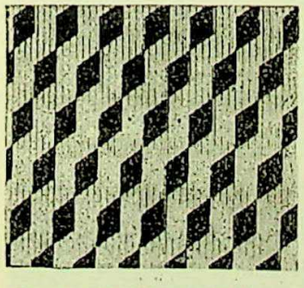


No. G-008—Brown and Gold alternating stripe on Apricot. Size 60 in. x 20 ft. Per roll..... $3.75

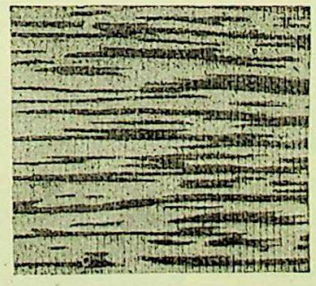


No. G-246 — Stork Pattern. Size 40 in. by 30-ft. rolls. Ideal for baby displays and baby departments. The proverbial stork in flight with the baby is the pattern. Delft blue and silver on white. Per roll.... $3.75

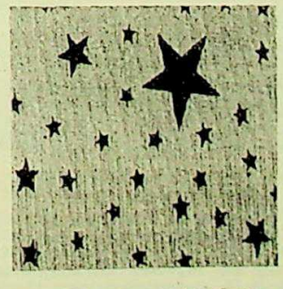
No. CX-523—Silver stars on National blue crepe background — an allover design. Per roll 60 in. x 15 ft..... $3.00



No. G-009—Cubist Pattern. Dark Green and Silver on Light Green. Size 60 in. x 20 ft. Per roll..... $3.75

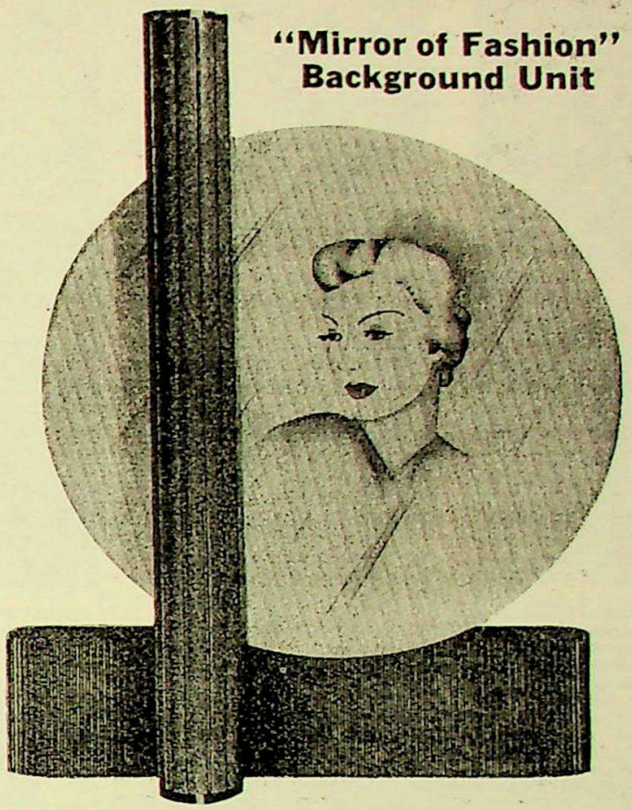


No. G-701 — Moire Pattern. Delft Blue and Silver on a Medium Blue. Size 60 in. x 20 ft. Per roll $3.75

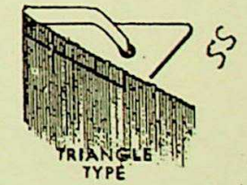


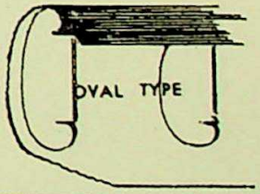
No. CX-262 — Medium blue stars printed on white Colordex in rolls 60 in. x 15 ft. Per roll... $3.00

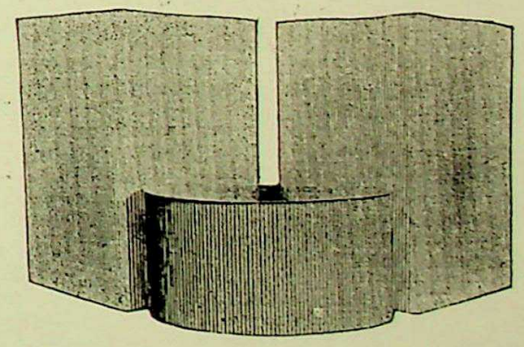
"Mirror of Fashion" Background Unit



No. GF-3—7 ft. high by 5 ft. 6 in. wide. The white circle of this display reflects a beautiful fashionable Miss, air-brushed in natural tones and light blue glass reflection. The column at left is 7 ft. tall, made of the new ivory Buttress Board with gold caps, and the base is of sturdy brown Giant Rib Roll. The entire display is self-supporting and can be placed anywhere in window or on ledge. $8.95
Complete in strong container, easy to assemble. Each..... $8.95
No. GF-4—Circular 60-inch center panel, only..... $3.25







E-Z FORMS FOR PEDESTALS

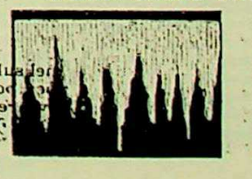
With the use of these simple inexpensive forms you can make very attractive stands and pedestals.

Per dozen Forms with Silver Tops:

Size 16 in. x 9 in., Triangle Type. Per dozen..... $1.75

Size 15 in. x 7½ in., Oval Type. Per dozen..... $1.75

PLAIN CREPE PAPER ICICLES



No. X-901 — Pure white crepe paper cut in scallops to represent icicles, 8 in. wide, 10 ft. to a fold. Per fold.. 10¢
Doz. folds. $1.00

SPARKLING GLASS TINSEL

For use in decorating displays, painted signs or showcards

No. 1950—Silver—Coarse
No. 1960—Silver—Medium
No. 1970—Silver—Fine

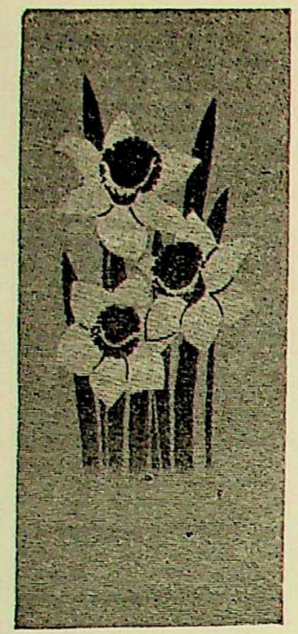
Per lb. can..... 90¢
Per oz..... 10¢

EASTER LILY PANEL

Delicately air-brushed on Plan-A-Trim (corrugated surface), this design pleasingly denotes the spirit of Easter and spring. In keeping with the vogue for giant flowers, it may be used in window and interior displays with a smart effectiveness. It is done in white, yellow, green on orchid.

No. DE-119-M — Easter Lily Panel. Size 30" wide by 72" high. Panel.. **$2.60**

No. DE-29-M — Easter Lily Panels. Three panels to corrugated carton. Per carton..... **$6.45**

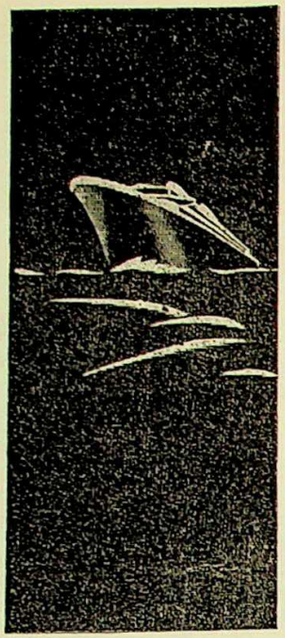


JONQUIL PANEL

To create a radiant spring atmosphere, use this most attractive panel and the Easter Lily panel in your displays for the approaching season. They are adaptable to usage with all types of merchandise. The Jonquil panel is air-brushed in yellow, orange and green on Nile green Plan-A-Trim.

No. DE-124-M—Jonquil Panel. Size 30" wide by 72" high. Per panel... **$2.60**

No. DE-24-M—Jonquil Panels. Three panels packaged in corrugated carton. Per carton..... **$6.45**



OCEAN LINER PANEL

The subject of this design lends itself admirably to many and varied display applications for both spring and summer. It is ideal for Bon Voyage and travel effects. Use it to create a smartly modern nautical effect. Air-brushed attractively in blue, white and red on green Plan-A-Trim.

No. DE-118-M—Ocean Liner Panel. Size 30" wide by 72" high. Panel.. **$2.60**

No. DE-28-M—Ocean Liner Panels. Packaged three panels to corrugated carton. Per carton.. **$6.45**

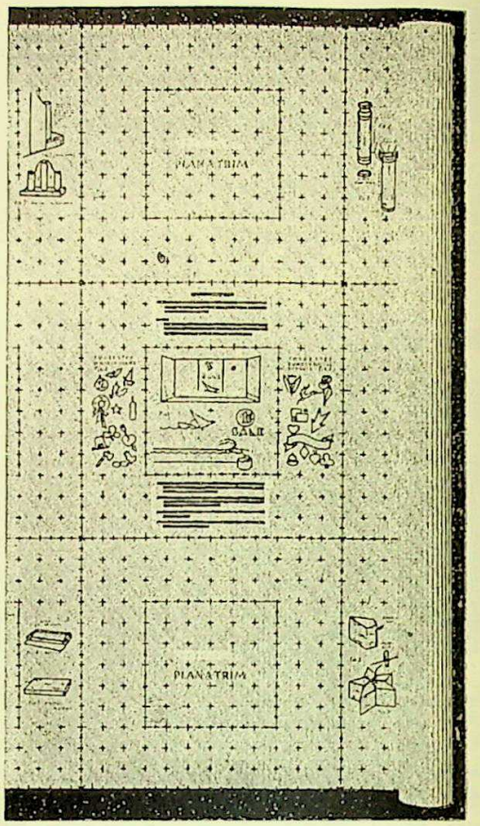
NEW!!! PLAN-A-TRIM

The Popular Corrugated Surface Decorating Material

Plan-A-Trim is available in a wide variety of distinctive and popular colors, ranging from white and pastel shades to the metallic golds and silvers.

Plan-A-Trim helps you to plan your window trim. Convenient guide lines on the backing sheet of every roll eliminate any necessity for measuring instruments and make accurate cutting and scoring easy. Cuts evenly and cleanly, leaving no frayed or fuzzy edges. Also on the backing sheet are plans (fully explained, illustrated and dimensioned) for a wide variety of pedestals, plateaus, backgrounds, appliques, etc. (See illustration.)

Each roll comes packed in an individual container. Rolls 60 inches wide by 20 feet long (100 square feet).



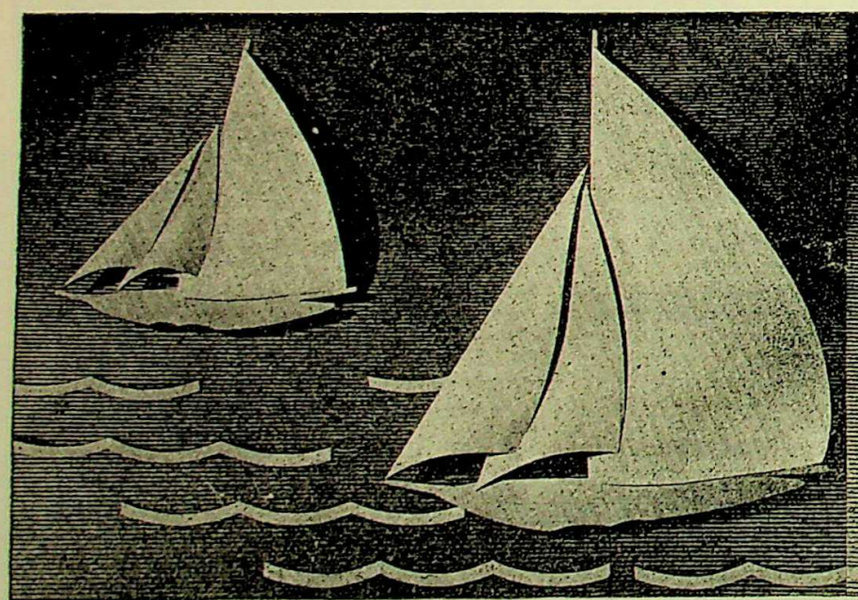
No. DM-600-M—White
No. DM-603-M—Antique Ivory
No. DM-608-M—Black
No. DM-610-M—Orchid
No. DM-615-M—Violet
No. DM-618-M—Fuchsia
No. DM-624-M—Light Blue
No. DM-627-M—French Blue
No. DM-628-M—Blue
No. DM-631-M—Nile Green
No. DM-635-M—Green
No. DM-639-M—Grass Green
No. DM-641-M—Primrose
No. DM-642-M—Yellow
No. DM-645-M—Light Orange
No. DM-646-M—Orange
No. DM-652-M—Red
No. DM-665-M—Pink
No. DM-681-M—Apricot
No. DM-683-M—Sand
No. DM-685-M—Rust
No. DM-689-M—Van Dyke Brown

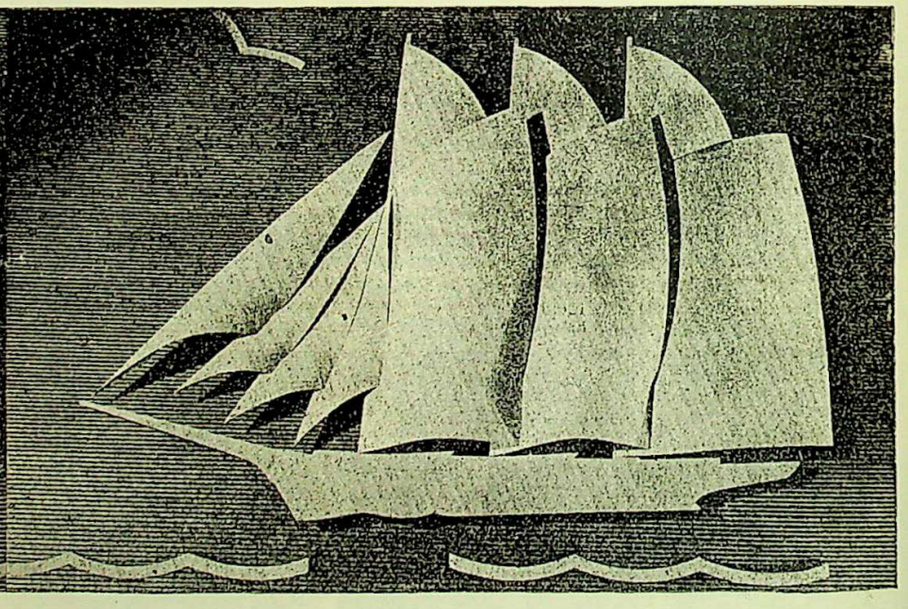
1 to 3 rolls. Per roll..... **$3.00**
4 to 9 rolls. Per roll.. **$2.95**
10 to 24 rolls. Per roll.. **2.85**

No. DM-690-M—Gold
No. DM-695-M—Silver

Silver and Gold, 30 in. wide by 20 ft.

1 to 3 rolls. Per roll..... **$3.75**
4 to 9 rolls. Per roll.. **$3.50**
10 to 24 rolls. Per roll.. **3.35**





RACING SLOOPS DISPLAY CUT-OUT

The striking beauty of these cut-outs is heightened by the unique third-dimensional effect. All white, they stand out most attractively against backgrounds of various hues. Each boat is a unit in itself, which may be fastened to the background with one or two tacks, the sails then being furled into place by inserting the end tabs in slots provided. The two racing sloops may be used most attractively in many ways, either as panel subjects in windows or for mass effects in store interiors. A series or sloops on the upper portion of the wall around the entire store, or department interior, gives most attractive results.

No. DE-117—Racing Sloops. Large sloop 31" high, small sloop 20" high. Packaged two sloops with six strips of waves to package. Per package..... **$2.25**

THREE-MASTED SCHOONER DISPLAY CUT-OUT

This proud beauty of the seas will lend a truly dramatic touch to your displays. As a central subject, it is highly effective in smartness and prestige value. The backing is of heavy board to which the sails of crisp white stock are stapled. It is installed in a very few minutes, the only means necessary being two or three tacks and a tack hammer. Used in conjunction with the racing sloops, splendid nautical effects are obtainable.

No. DE-116—Three-Masted Schooner. Overall size, 38" wide by 29" high. One schooner with three strips of cut-out waves to a package. Each..... **$2.75**

DESIGN-CRAFT POLAR BEAR PANEL

During hot summer days this panel will help instill a refreshingly cool note in your displays. In addition to usage where a general cool motif is desired, it may be used most effectively with or without individual treatment to feature air-conditioning, August fur sales, electrical cooling equipment, cool drinks, etc. Done in white and cold green-blue on light blue Tone-Craft.

No. DM-112-M—Polar Bear Panel. Size 40" wide by 72" high. Each $2.60

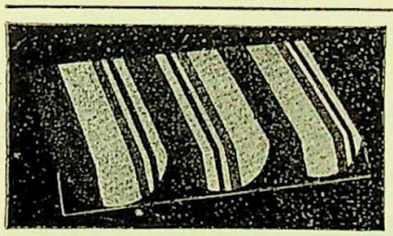
No. DS-12-M —Polar Bear Panels. Packaged three panels to corrugated carton. Per carton $6.45

DESIGN-CRAFT GOLFER PANEL

The life and action of this panel, combined with the pleasingly soft art treatment, render it a most effective display aid for the spring and summer season. It may be used with great effectiveness in displays featuring all types of men's apparel, sporting goods, etc. This highly attractive design is processed in tan, buff and dark green on nile green Tone-Craft.

No. DM-117-M—Golfer Panel. Size 40" wide by 72" high. Each $2.60

No. DM-17-M—Golfer Panels. Packaged three panels to corrugated carton. Per carton $6.45

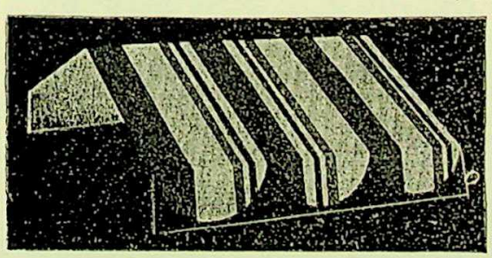


STRIKING, NEW

AWNING VALANCES

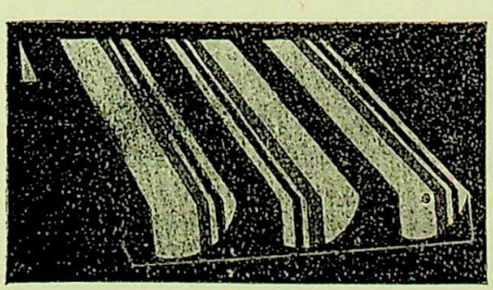
A brand new treatment in awning valances. This valance comes in two color schemes and two widths, 20 in. and 40 in., and is scored for easy folding of the scalloped edge. A scored flap may be folded over to conceal tacking.

No. DM-8-M—40 in. wide x 20 ft. long. Red, black and yellow stripes on white background. Per roll $3.70



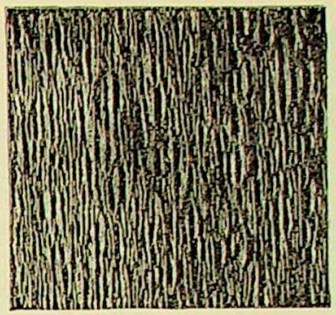
No. DM-21-M—20 in. wide x 20 ft. long. Red, black and yellow stripes on white background. Per roll $2.75

No. DM-7-M—40 in. wide x 20 ft. long. Stripes in black and two shades of green on primrose background. Per roll $3.70



No. DM-22-M—20 in. wide x 20 ft. long. Stripes in black and two shades of green on primrose background. Per roll $2.75

The top illustration shows a section of the 20-inch valance. The center illustration shows the 40-inch valance folded to form a canopy, and the bottom illustration is of the 40-inch awning used as a regular valance.



TONE-CRAFT

TONE-CRAFT has an entirely new texture and a depth of color that makes it an outstanding contribution to modern decorative treatment. Its very newness gives it remarkable attention-value. At a normal viewing distance, it has a soft, cloth-like appearance which distinctly flatters the merchandise on display. It gives back no glare to distract attention.

TONE-CRAFT is one of the most adaptable of decorating materials, and may be used for an infinite variety of cut-out panels and display stands. It also is used for covering entire backgrounds.

TONE-CRAFT has a heavy, two-toned rough surface with a white corrugated backing. Rolls are 40 inches wide and 30 feet long (100 square feet).

No. DM-500-M—White	No. DM-528-M—Blue	No. DM-552-M—Red
No. DM-505-M—Gray	No. DM-530-M—Spring Green	No. DM-555-M—Pink
No. DM-508-M—Black	No. DM-531-M—Nile Green	No. DM-559-M—American Beauty
No. DM-510-M—Orchid	No. DM-535-M—Green	
No. DM-514-M—Purple	No. DM-541-M—Primrose	No. DM-581-M—Apricot
No. DM-519-M—Dubonnet	No. DM-542-M—Yellow	No. DM-583-M—Sand
No. DM-524-M—Light Blue	No. DM-543-M—Light Amber	No. DM-585-M—Rust
No. DM-526-M—Turquoise	No. DM-545-M—Light Orange	No. DM-587-M—Brown
No. DM-527-M—French Blue	No. DM-546-M—Orange	No. DM-589-M—Van Dyke

Has a heavy, two-toned rough surface with a white fluted or corrugated backing. Rolls are 40 inches wide, 30 feet long (100 square feet). All colors. Per roll $3.00

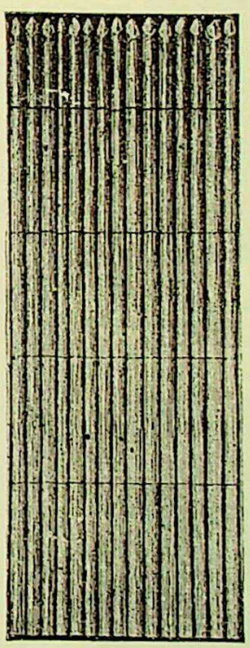
No. DM-595-M—Silver Bronze. } Rolls 40 inches wide by 30 feet long (100 square
No. DM-590-M—Gold Bronze. } feet). Per roll $3.25

DEEP-TONE PAPERS

DEEP-TONE is the surface material of Tone-Craft and is available in the same colors as Tone-Craft without the corrugated backing. DEEP-TONE provides a beautiful two-toned color effect and a rich, velvety background for floors and other flat work at a low price. It is an ideal material for covering the base of windows, showcases and interior displays, and for making flat, full length background panels. It is heavy and lies flat with a minimum of tacking. In rolls 40 inches wide by 30 feet long (100 square feet).

Available in all the colors of Tone-Craft listed above. All colors. Per roll ..... 90¢

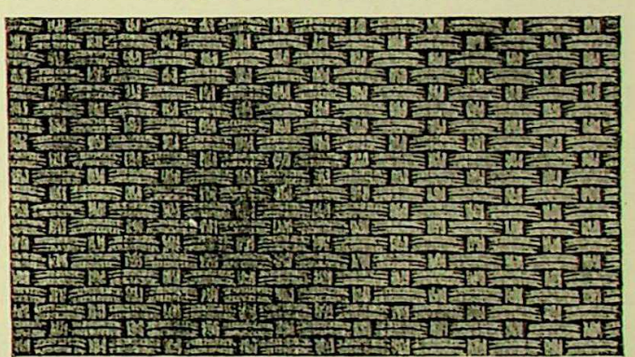
No. DM-595—Silver and No. DM-590—Gold Bronze. Per roll $1.40



DESIGN-CRAFT SPLIT CHESTNUT FENCE

A strikingly realistic background material furnished in an unusually appropriate height for this type of design. Merchandise ranging from the smartest apparel to garden implements may be set off to great advantage with this as a background. Used vertically, with the printed points cut off or concealed, it gives a very pleasing variation of a blind. Printed in light and dark brown on sand Tone-Craft.

No. DM-61-M—Split Chestnut Fence. Roll size 60" high by 20' long. Each $4.00

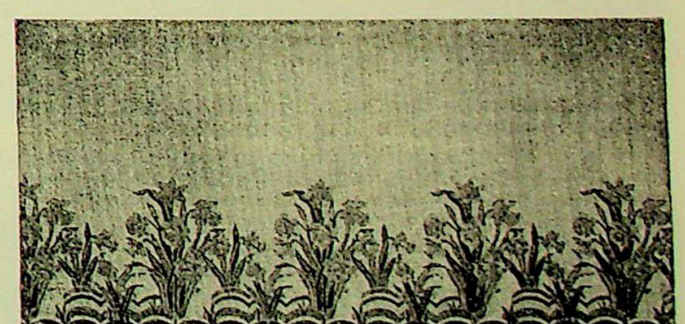


DESIGN-CRAFT WOVEN CANE

This intriguing pattern has wide display application. As a splendid background against which to show off merchandise, as a flooring material, or in conjunction with other materials, it is a most useful material. Printed in brown or yellow Tone-Craft.

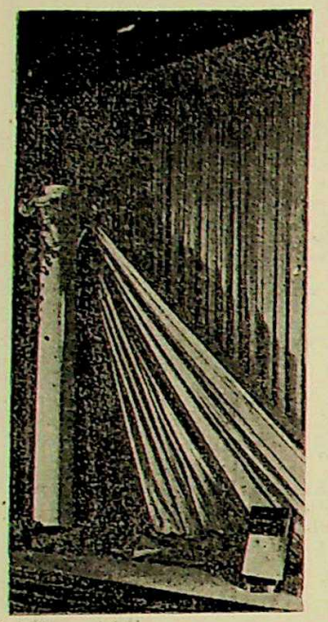
No. DM-27-M—Woven Cans. Roll size, 40" wide by 30' long. Packaged one roll to corrugated carton. Each $4.00

No. DM-127-M—Woven Cane Panel. 40" wide by 7' long. Packaged one panel to corrugated carton. Each $2.60



JONQUIL DESIGN-CRAFT

No. DM-30-M—Jonquil design, printed in chartreuse, green, yellow, silver and light amber on the smooth side of corrugated backed material. Rolls 30' x 40" (100 square feet). Shipping weight approximately 9 lbs. per roll. Packaged one roll to a corrugated fiber. Per roll $3.75



LUSTR-WEAV

The illustration at the left shows just some of the smart new draping effects readily achieved with the soft and lustrous material LUSTR-WEAV. Here are vertical pleated panels, Victorian drapes, puffings; all indistinguishable from the most expensive fabrics—yet costing only a fraction as much.

LUSTR-WEAV is a beautiful new draping material with rich, lustrous sheen. It looks like the most expensive of decorative fabrics; it handles very easily, and is unrivaled as a smart, practical material for both window and interior display.

LUSTR-WEAV is made by an entirely new process and is not to be confused with crepe paper. It is handled like a fabric and is not to be stretched. Displays installed with it will not sag or droop in damp or rainy weather. LUSTR-WEAV is available in three popular metallics—gold, silver, and copper and solid colors and pastels.

No. DM-95—Silver Metallic. In rolls 30 in. wide by 12 yds. long. Per roll.. $2.40

No. DM-90—Gold Metallic
No. DM-92—Copper Metallic
Rolls 30 in. wide by 12 yds. long. Per roll..... $3.20

SILK FINISH PASTEL COLORS

No. DM-200—White
No. DM-212—Lilac
No. DM-224—Light Blue
No. DM-231—Nile Green
No. DM-242—Yellow
No. DM-266—Pink
In rolls 30 in. wide by 12 yds. long. Per roll..... $1.75

Each roll Cellophane wrapped.

FIVE BRILLIANT COLORS

No. DM-108—Black
No. DM-128—Blue
No. DM-142—Yellow
No. DM-146—Orange
No. DM-152—Red
In rolls 30 in. wide by 12 yds. long. Per roll..... $1.75

LUSTR-CRAFT

LUSTR-CRAFT, a rich, brilliant, metallic surface, mounted on a strong, corrugated back, is available in three metallic effects—gold, silver and copper—and three new solid colors—blue, green and red. It is ideal for pedestals, columns, display stands and for unusual color schemes.

LUSTR-CRAFT comes in rolls 30 in. wide by 20 ft. long (50 square feet). Bright metallic embossed finish.

No. DM-795-M—Silver. Per roll..... $3.10

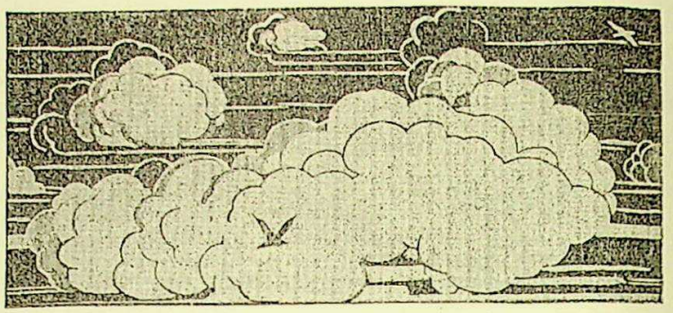
No. DM-790-M—Gold
No. DM-792-M—Copper
No. DM-728-M—Blue
No. DM-735-M—Green
No. DM-752-M—Red
Per roll..... $3.90

No. DM-101-M—Bathing Girl Panel, 40 in. x 84 in. Each..... $2.60

No. DM-41-M—Four individual Bathing Girl Panels, each 40 in. x 84 in. Per set of 4..... $6.45

DESIGN-CRAFT

Design-Craft combines greater durability with a new smart appearance to give you the ideal display material. None of the surfaces are easily marred; in fact, you may even walk upon them without ruining the surface. The corrugated backing, embossed at two-inch intervals for easy cutting, is covered with a white Kraft stock which can be used for a display surface.



CLOUDS DESIGN-CRAFT

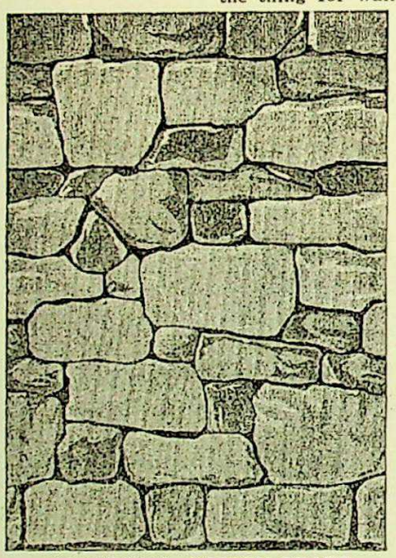
A new design in a 40 in. x 84 in. horizontal panel. The fleecy white clouds, tinted with shell pink, stand out against a pale blue sky. The continuous design permits the use of long lengths, consisting of several panels in one roll. You will find many uses for this in your display plans.

No. DM-102-M—Individual Horizontal Panel, 40 in. x 84 in. Each..... $2.60

No. DM-42-M—Roll 40 in. x 28 ft. (4 complete panels)..... $4.00

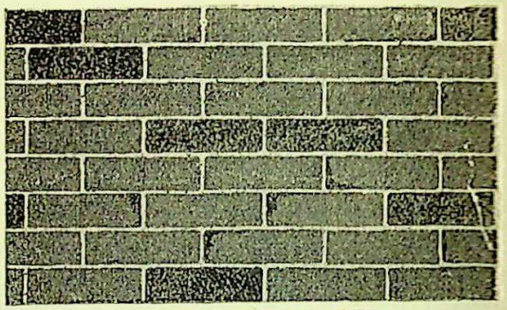
DESIGN-CRAFT BATHING GIRL PANEL

The color, life and action in this beautiful vertical panel will attract much attention wherever it is used. In light blue, blue, sand, brown and white it is ideal for a summer window and just the thing for wall treatments and interior displays.



STONEWALL DESIGN-CRAFT

No. DM-40-M—The arrangement and colors are particularly realistic. Printed in four colors on a rose grey background of Tone-Craft. Comes in rolls 40 in. x 30 ft. long. Per roll..... $4.00



BRICK DESIGN-CRAFT

No. DM-64-M—Pastel Brick. Size 60 in. wide by 20 ft. long. Light buff and beige with white mortar. Per roll..... $4.00

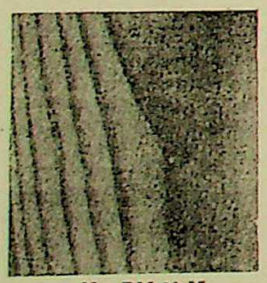
No. DM-62-M—Red Brick. Size 60 in. wide by 20 ft. long. Two shades of red on white. Per roll..... $4.00

STARDUST DESIGN-CRAFT

No. DM-63-M—Silver Star on Blue Design Craft Rolls. 20 ft. x 60 in. (100 square feet). Per roll..... $4.00

NOVO-CRAFT

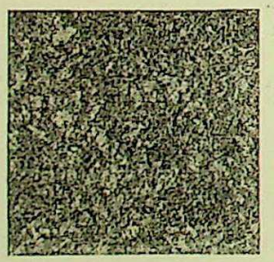
NOVO-CRAFT comes in true reproductions of a natural wood and cork and marble mounted on a strong corrugated back. These four designs are exceptionally smart and adapted to a wide variety of window displays. NOVO-CRAFT can be used as a flooring, background and for making pedestals, panels and display elevations. The surface is not easily marred—it may even be walked on without ruining its appearance—and it is easily dusted and cleaned.



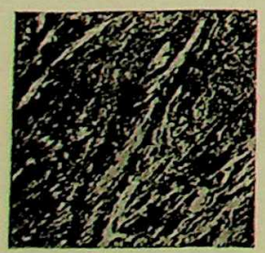
No. DM-20-M
Wood Novo-Craft

In rolls 25 in. wide by 20 ft. long (41 square ft.). Cork or Wood. Per roll..... $2.55

Gray or Green Marble. 40 in. wide x 20 ft. to roll. Per roll..... $3.55



No. DM-10-M
Cork Novo-Craft



No. DM-19-M
Green Marble Novo-Craft

Flat Surface Papers
Without Corrugated Backing

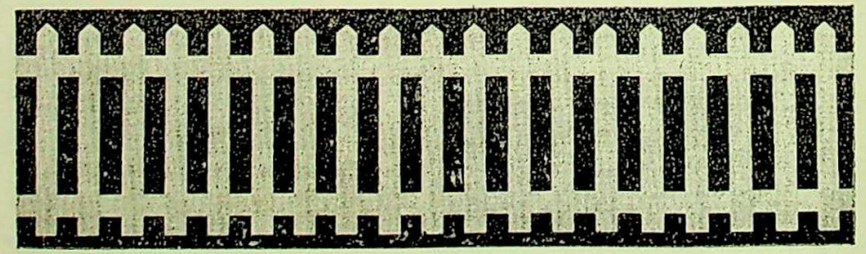
A beautiful new marble design in a wide width, reproduced exactly from Verde Antique marble.

No. DS-19—Green Marble Surface Paper.

No. DS-18—Gray Marble Surface Paper.

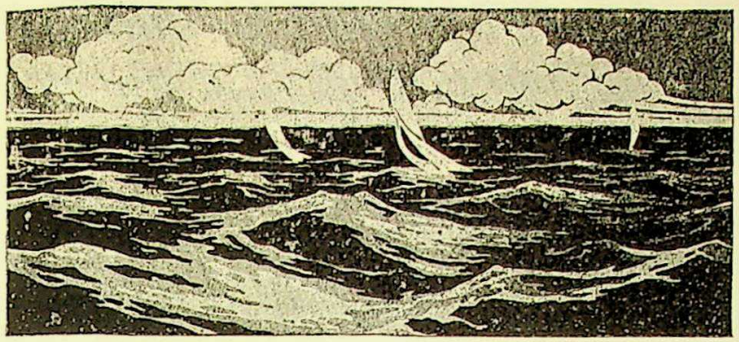
Rolls 40 in. wide x 25 ft. long. Per roll. $1.55

No. DM-18-M
Gray Marble Novo-Craft



WHITE PICKET FENCE DESIGN-CRAFT

No. DM-23-M—A white picket fence made of Design-Craft. It is 20 in. high and comes in 20-ft. rolls. May be used as a base treatment for window foregrounds and backgrounds; curled in a circle or formed in various patterns for a center-piece enclosure; with the points cut off to form a lattice. An ideal display accessory. Per roll..... $2.45



SEASCAPE DESIGN-CRAFT

The art work and color scheme of this design combine to give a strikingly realistic effect. Seascapes may be used in store interiors to create a pleasing nautical atmosphere. Furnished in rolls or in panel length, it is convenient in application for spot or mass usage. Use it as a complete theme for departments or windows featuring summer merchandise. Printed in light blue and blue on white Tone-Craft. Design repeats every seven feet.

No. DM-25-M—Seascape. Roll size 40" wide by 28' long. Packaged one roll to corrugated carton. Price, each $6.45

No. DM-125-M—Seascape Panel. Size 40" wide by 7' long. Packaged one panel to corrugated carton. Price, each $2.60

DESIGN-CRAFT DIE-CUT WAVES

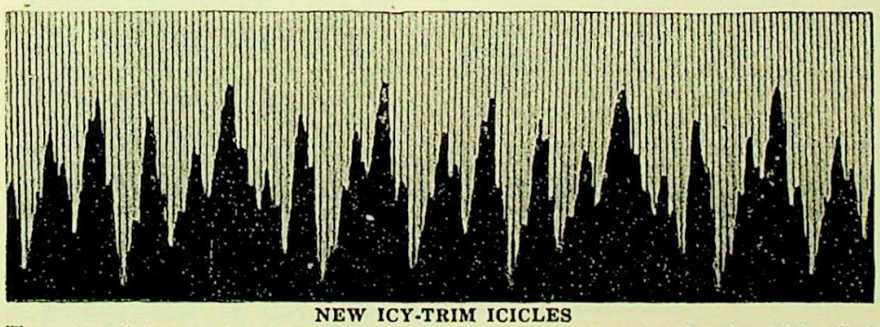
Die-cut in continuous rolls from turquoise Tone-Craft (white corrugated backing), the waves are ideal as a trim or accessory material for a nautical effect. Dress up your ledges, posts and other interior spots to good advantage with this material. In windows it gives splendid effects as a base or valance.

No. DM-34-M—Waves. Roll size 10" wide by 20' long, packaged two rolls to corrugated carton. Price, per carton of 2 rolls $2.45

SPRING FLOWER VALANCE

A delightful design combination of tulips and jonquils, printed in pink, yellow, green and purple on a white background of Tone-Craft. The upper edge is scalloped in a manner which harmonizes with the lower portion of the design.

Rolls 13 in. wide x 25 ft. long. Price, per roll $1.95



NEW ICY-TRIM ICICLES

The new and improved corrugated Icy-Trim Icicles now present a glistening icicle effect which you can use throughout your store during the entire Christmas season to give a real wintry effect. Scored 1" from and parallel with the top edge for easy attaching, and so that all tacks are concealed.

No. DM-12—New Icy-Trim. In rolls 10½" wide by 25' long. Each roll is in an attractive container. Per roll $1.30

FROSTEX ICICLES

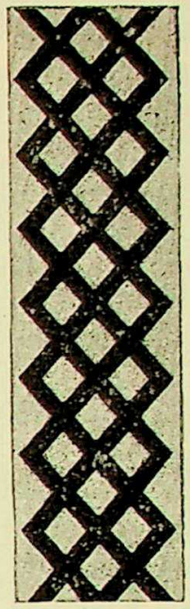
You get all the sparkle and glisten of real ice in these icicles, because they are made from genuine Frostex. They may be used in innumerable ways during the Christmas season. Also scored 1" from and parallel with top edge.

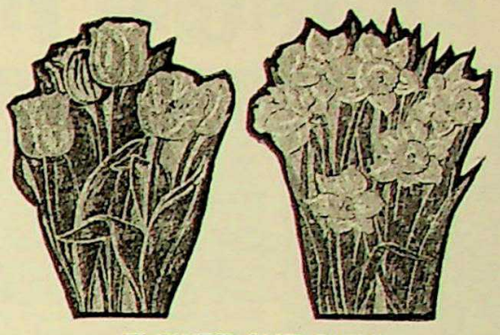
No. DM-100-MF—Frostex Icicles. In rolls 10½" wide by 25' long. Each roll Cellophane wrapped. Per roll ..... 90¢

DESIGN-CRAFT DIE-CUT LATTICE

Precisely cut and furnished in convenient roll length, this lattice represents an all-around utility material for spring and summer displays. It may be used in single or double strips vertically and horizontally in windows, or it may be used on ledges, around pillars, and as a general trim in store interiors. Excellent as the basis for flower effects. A display material which fits in nicely with the requirement of what to do for that "finishing touch." Each roll 12" wide by 20' long, die-cut from green Tone-Craft. Has smooth green facing with white corrugated backing.

No. DM-32-M—Lattice. Packaged two rolls to corrugated carton.
Per carton of 2 rolls $2.45





FLOWER CUT-OUTS

SMALL TULIP
No. DS-23 — 11½ in. high. Packaged 48 per carton. Price per carton ... $2.40

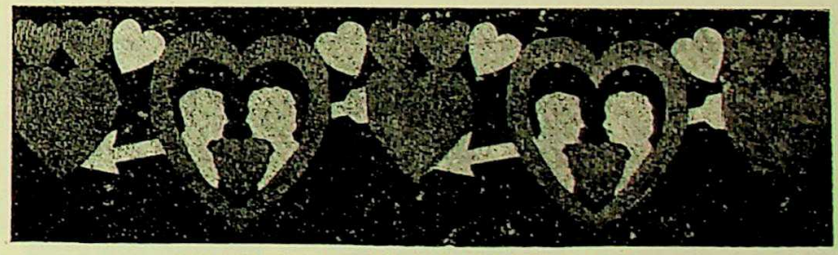
SMALL JONQUIL
No. DS-24 — 11½ in. high. Packaged 48 per carton. Price per carton ... $2.40

LARGE TULIP
No. DS-25—18 in. high. Pink, Green and Purple. Packaged 24 per carton. Price per carton ... $2.40

LARGE JONQUIL
No. DS-46—18 in. high. Yellow, Green, Purple. Packaged 24 per carton. Price per carton ... $2.40

DIE-CUT COLORED SPRING LEAF VALANCE

No. PK-19—Beautiful die-cut leaves colored in tones of green. May be used as a panel, or easily separated on perforations indicated by white lines, or leaves may be cut apart and used separately. Rolls 30 in. wide by 12½ ft. long contain 25 ft. of 18-in. valance. Per roll $4.00



VALENTINE DIE-CUT COLORED VALANCE

No. PK-27—You will have your heart set on this valance when you put it up for your Valentine trims. Red and white hearts linked together form this pleasing valance, which is die-cut of corrugated paper. The design, as you see, is continuous and comes in rolls 18" wide and 20' long. Each $3.25

PATRIOTIC DIE-CUT COLORED VALANCE

No. PK-26—The American theme in a unique design die-cut from corrugated in continuous rolls and finished in red, white and blue. This valance is ideal for window and interior displays for Lincoln's and Washington's Birthdays, as well as Decoration Day and Fourth of July. Rolls 18" wide x 20'. Each $4.00

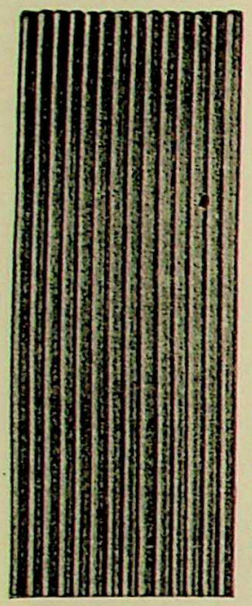
ARCHITEX

(Patent pending)

Architex is an entirely different type of display material, created from a beautiful oyster-white extra-heavy vellum. Its classic design, beautiful modern appearance, and the way it flatters your merchandise, make it unique in the display field.

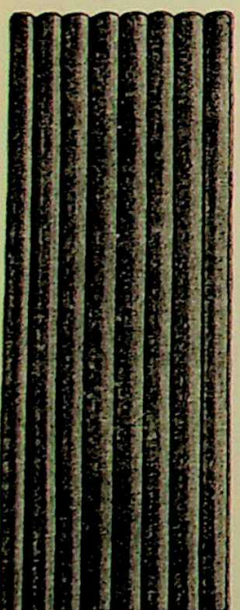
Architex is made of heavy stock, formed in panels of various grooved effects, giving the appearance of expensive plaster or specially milled wood. Its display possibilities are unlimited. Use it to make beautiful Grecian columns, plaster effect paneling, display pedestals and platforms, decorative borders and panels. There is no limit to its uses.

Each design is of a reversible nature, either side being attractive, depending on the effect desired. Special colored designs on **Architex** can be easily achieved by lacquering or by applying, first, a coat of shellac and then oil painting.



ARCHITEX

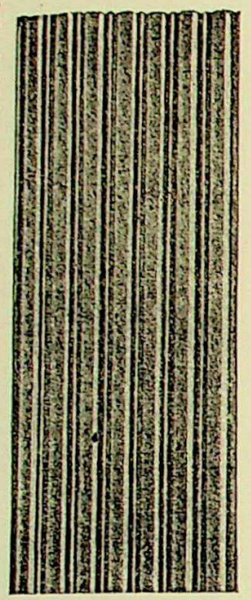
Design A — 1¼-in. half round groove finished both sides. Double sheets 40 in. x 7 ft. Each $3.60
Single sheets 20 in. x 7 ft. Each .. $1.85



Design C—Similar to Design A except 2½-in. groove. Sheets 7 ft. high by approximately 40 in. wide. Sheets, each $3.60
Single sheets 20 in. x 7 ft. Each.. $1.85

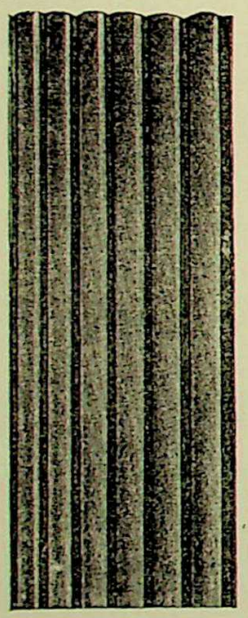
ARCHITEX

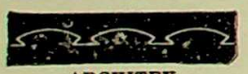
Design C—Similar to Design A except 2½-in. groove. Sheets 7 ft. high by approximately 40 in. wide. Packed 3 sheets to a carton. Sizes up to 12 ft. high on special order.
Sheets, each $3.60
Single sheets 20 in. x 7 ft. Each $1.85



ARCHITEX

Design D — 2-in. half round groove with intervening ½-in. pleat, finished both sides. Double sheets 40 in. x 7 ft. Each $3.60
Single sheets 20 in. x 7 ft. Each .. $1.85





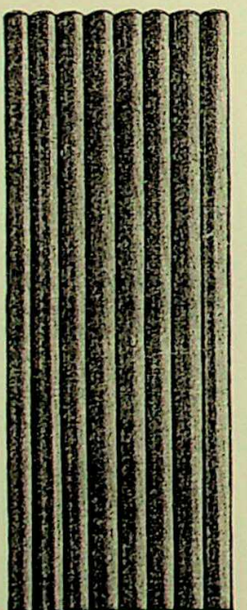
ARCHITEX

Design G—Box pleat style, finished both sides. Double sheets 40 in. x 7 ft. Each $3.60
Single sheets 20 in. x 7 ft. Each .. $1.85

ARCHITEX JR. DECORATIVE

A totally new and different product. The design is permanently embossed on a special heavy stock of a beautiful oyster white.

Created especially to satisfy the demands of the thousands of smaller stores who wanted **Architex** but could not pay the price for the regular product.



ARCHITEX JR.

Design H — 2-in. half round groove, finished both sides. Single sheets only 30 in. x 6 ft. Each $1.30

TEXOLITE CASEIN PAINT

Affords Better Way to Give Brilliant Color, Beauty and Punch to Display Windows and Show Rooms

- **Dries in One Hour**
- **True, Brilliant Color**
- **Does Not Yellow or Fade**
- **Reflects More Light**
- **Hides Average Surfaces in One Coat**
- **Adheres to Any Surface**

Texolite Casein Paint is the ideal material for decorating your display window backgrounds, interior show rooms or display placards. Texolite has for one thing true color which ordinary paints can't duplicate. The ten pastel shades in which factory-tinted Texolite comes are true—they do not yellow or fade. And Texolite has an exceptionally high degree of light reflectivity—a feature which adds much to the appearance and effectiveness of display work.

Texolite comes to the job in paste form. Merely adding water makes it ready for application. One gallon of Texolite makes one and one-half gallons of ready-to-use paint. It is easily and quickly applied, brushing on with little effort and leaving no brush marks.

Important in display painting is the time factor. Texolite dries in an hour—it makes possible the application of a second coat in a minimum of time. Quick drying makes possible the painting and erection of displays in a few hours' time.

Texolite hides in one coat; redecorating costs are cut considerably because of the resultant saving in time and material.

Any solid surface can be painted with Texolite. Even freshly plastered walls will satisfactorily take Texolite. Over average surfaces coverage will be slightly less. Coverage over wallboard, insulating boards and fibre boards ordinarily used in making displays is exceptionally high.

Proof of the satisfaction that Texolite offers as display paint is its use by prominent St. Louis retail stores. Here are several of them: Famous-Barr Co., Stix, Baer & Fuller, Kline's, Inc., Sonnenfeld's, Garland's, Boyd-Richardson Co., The Bond Clothing Co., Weil Clothing Co., Lammert Furniture Co., Union-May-Stern Furniture Co., J. D. Carson Furniture Co., James & Co., Alfred Steiner, Lee Shoppes.

TEXOLITE DEEP COLORS

Texolite Deep Colors are the answer to the display man's requirements for paint with extraordinary brilliance and trueness of color; paint that has combined with exceptional color the advantages of one-hour drying, one-coat hiding and real economy.

Texolite Deep Colors are identical with Texolite Casein Paint. They may be used as tinting colors to tint white Texolite or as straight deep paint to obtain striking and impressive displays of color. The use of Deep Colors to tint white Texolite affords a variety of color possibilities that are virtually unlimited.

Texolite Deep Colors have all the advantages of Texolite—non-yellowing colors, high coverage, high light reflectivity, etc.

← **FREE—TEXOLITE DEEP COLOR MIXING GUIDE. Write us for your copy. Shows 9 deep colors and chips of 45 reductions of reduction.**

TEXOLITE ARTISTS' COLORS

Sign writers, show card decorators and artists will find Texolite Artists' Colors economical to use wherever a small quantity of color is needed. The colors and formula of Artists' Colors are identical with those of Deep Colors. They are used in the same way, and have the same money and time-saving advantages as Texolite and Texolite Deep Colors.

"One Gallon Texolite Paste makes 1½ Gallons of Ready-to-use Paint"

PRICE LIST—TEXOLITE PRODUCTS

	½ Pint	Quart	Gallon
Prices of Texolite			
White	$0.36	$0.80	$2.60
Buff, Ivory, Green, Rose, Azure, Cream, Gray, Tan, Orchid or Nu Blue		.85	2.75
Prices of Texolite Deep Colors			
Black, Deep Brown or Deep Buff	$0.55	$0.90	$3.30
Deep Red or Deep Blue	.60	1.30	4.75
Red Orange, Deep Green or Medium Yellow	.70	2.10	8.00

Prices of Texolite Artists' Colors	½ Pint Jars	
White	$0.36	
Black, Deep Brown or Deep Buff	.55	⅛ Pint Tubes. Any Color. 25¢ Each
Deep Blue or Deep Red	.60	
Red Orange, Deep Green or Medium Yellow	.70	

CORRUGATED CUT-OUT VALANCES, BORDERS AND PANELS

All new—original. Die-cut of sturdy white corrugated—either plain or tinted. Just what you have been waiting for—for your window and interior displays. Use along ledges, for valances, as edgings and to ornament panels, for backgrounds (over any contrasting or harmonizing colored papers, lights or materials) and in many other ways. May be cut apart and used separate.

DIE-CUT EASTER VALANCE

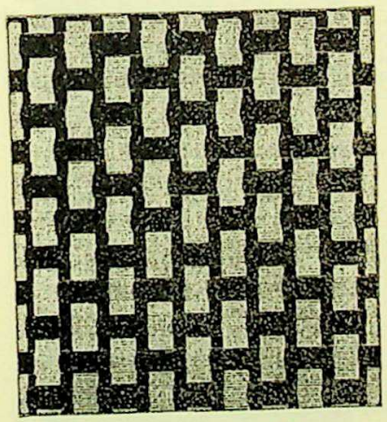
No. PK-21-W—The illustration shows a 72-in. section of our new Easter valance, the design being repeated every 72 in. for the entire length of the roll. Rolls 30 in. high by 12½ ft. interlocked to give you 25 ft. of 15-in. valance. Made of white corrugated. Per roll **$2.70**

No. PK-21-A—Easter valance colored in bright shadings of Eastertide. 15 in. wide by 25 ft. to a roll. Per roll **$4.00**

DIE-CUT FLOWER BORDER VALANCE

No. PK-24—A thousand uses can be found for this new number. The border is 8 in. high and comes in rolls 12 in. wide and 12½ ft. long, interlocked to give you 25 ft. of an 8-in. border. White only. Per roll ..... **90¢**

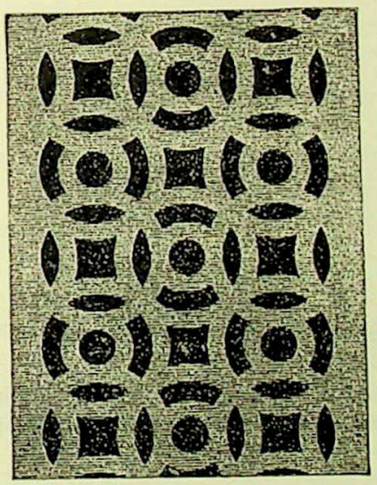
No. PK-24-A—Flower border in 4 colors. Per roll **$1.60**



CUT-OUT BASKET WEAVE DESIGN VALANCE OR PANELING

Very effective for paneling. A new and colorful medium of expression for the display that demands something different. Comes in continuous rolls, 30 in. wide by 20 ft. Cut it in half and you have 40 feet of 15-inch valance. The little black squares are cut out.

	Per roll
No. PK-08-O—Orange and white	$4.00
No. PK-08-G—Green and white	4.00
No. PK-08-B—Blue and white	4.00



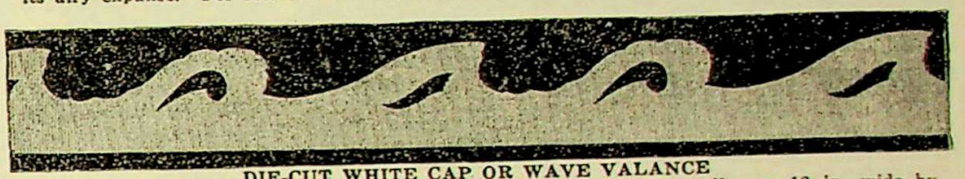
CUT-OUT CIRCLE GRILL VALANCE

Simple but effective modern design for window and interior displays. Cut-out die-cut of sturdy white corrugated, 30 in. wide, 20 ft. to the roll. Easily cut through the center to obtain 40 feet of valance.

	Per roll
No. PK-09-W—Plain white	$3.50
No. PK-09-T—Tinselled	5.50

DIE-CUT SAIL BOAT VALANCE

No. PK-20—Die-cut from white corrugated, this new valance is 18 in. high and comes in rolls 20 ft. long. Each large sail boat is three feet apart, which gives you an idea of its airy expanse. Per roll **$2.45**

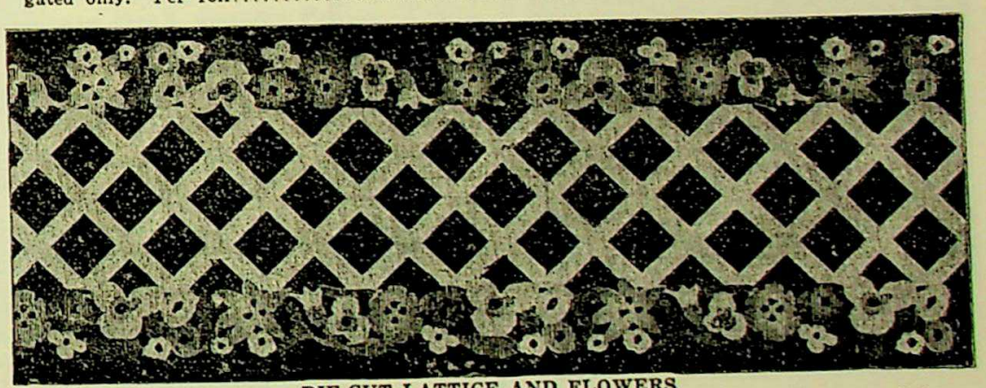


DIE-CUT WHITE CAP OR WAVE VALANCE

No. PK-05—A die-cut valance for that nautical atmosphere. The rolls are 12 in. wide by 12½ ft. long, interlocked, to give you 25 ft. of 9-in. wave. Made of white corrugated only. Per roll ..... **75¢**

DIE-CUT SWAN VALANCE

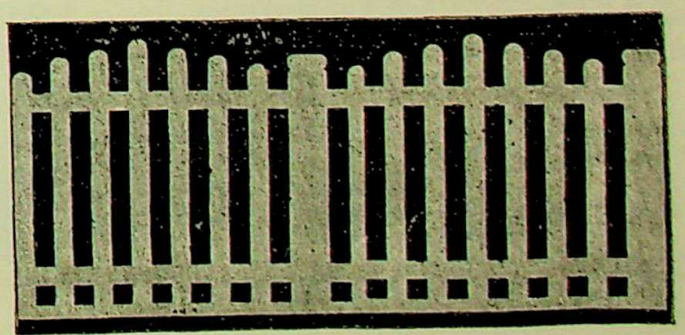
No. PK-23—For use in January or May white sales and as an ever neat design for a unique display. Swans are 3 ft. wide and 15 in. high. This is a continuous design in rolls 30 in. wide and 12½ ft. long interlocked to give you 25 ft. of 15-in. valance. White corrugated only. Per roll **$2.45**



DIE-CUT LATTICE AND FLOWERS

No. PK-22-A—This new number is one of the features of our spring line. The entire design is 28 in. wide and comes in rolls 20 ft. long. The flowers are colored in pastel shades and may be easily cut apart and used elsewhere. Trellis, arches and valances are some of the many ways this new number can be used. Per roll **$4.80**

No. PK-22—The same design as PK-22-A with the exception that the flowers are not colored. All white corrugated only. Per roll **$3.30**



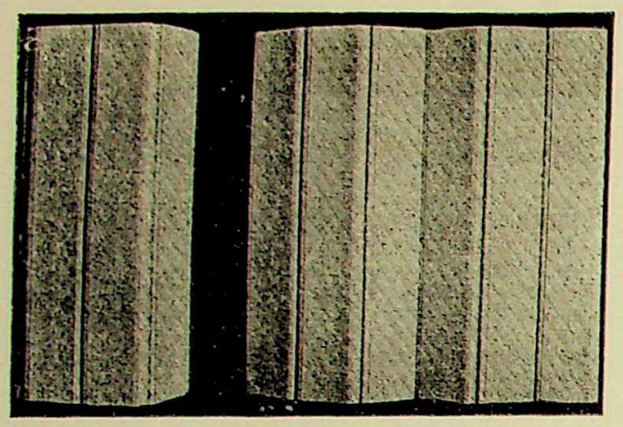
DIE-CUT GATE FENCE

No. PK-01—This new gate fence is die-cut from sturdy white corrugated. It is 28 in. tall at its highest point. The pickets are 2 in. wide and the posts 4 in. wide, each post being three feet apart. Packed 20 ft. to the roll. **$3.00**

DIE-CUT GARLAND VALANCE

No. PK-25-W—A modern trim for your display is assured with this new garland. It is 4 in. wide and 25 ft. long, die-cut from white corrugated. Per roll ..... **60¢**

No. PK-25-G—Garland in gold finish, 4 in. wide, 25 ft. to roll. Per roll ..... **90¢**



A New Number Added to the Members of the "Buttress Display Board" Family

"THE ARISTOCRAT"

THE ARISTOCRAT is rolled with a heavy 35-point paper, with a beautiful, soft WHITE velvet finish. The wide rib or panel is 5½ inches wide, reinforced to prevent sagging with six ribs or panels to the 36-inch wide sheet.

Made in WHITE only—standard lengths of 6, 8, 10 feet high by 36 inches wide, with lapped edges, so you can join the sheets together for any width desired.

The ARISTOCRAT stands alone, requires no support or framework, can be used many times, as the board is fabricated from heavy tough paper. Made for wear and tear.

The board can be painted, sprayed or decorated by any method.

The ARISTOCRAT and the other Buttress Display Boards are the widest on the market.

The Aristocrat and all other members of the Buttress DISPLAY BOARD LINE, is used for all types of display work—window and interior decorations—booths, floats, pedestals, plateaus, false-walls, partitions, ceilings or wherever an ultra modern effect is desired. It stands alone in the field of unit displays and backgrounds.

Other members of the Buttress Display Board family are the Rib and Concave designs. The Rib design is made in White and a full line of the most desirable shades.

Display and advertising men say the Buttress Display Boards are the most practical and the least expensive on the market.

PRICES

3 ft. x 6 ft.	Per Sheet
1 to 10 sheets	$3.60
11 to 49 sheets	3.42
50 or more sheets	3.24

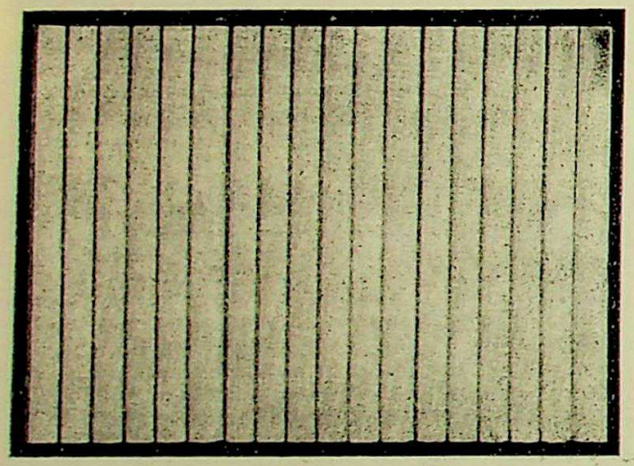
3 ft. x 8 ft.	Per Sheet
1 to 10 sheets	$4.80
11 to 49 sheets	4.56
50 or more sheets	4.32

3 ft. x 10 ft.	Per Sheet
1 to 10 sheets	$6.00
11 to 49 sheets	5.70
50 or more sheets	5.40

PACKAGE CHARGE
25c on orders for less than three sheets of 6 or 8 ft. and 50c on the 10 ft.

Carried in Stock.

BUTTRESS DISPLAY BOARD IN STOCK



As illustrated above, Buttress Board is 18 ribs wide, each rib is 1⅝ inches. Grooves are approximately ½ inch wide and ½ inch deep, reinforced with Kraft backing.

This Board has the appearance of a fine lacquered wood and feels like a fine kid glove.

The Board stands alone. Requires no support or framework. The Board is fabricated from heavy tough paper. Will not buckle, swell or warp, as the board is rolled with the grain or length of the paper, reinforced with heavy brown Kraft paper backing which holds all channels and ribs in place.

The ribs are 1⅝ inches wide with lapped edges so you can have the board as wide as required.

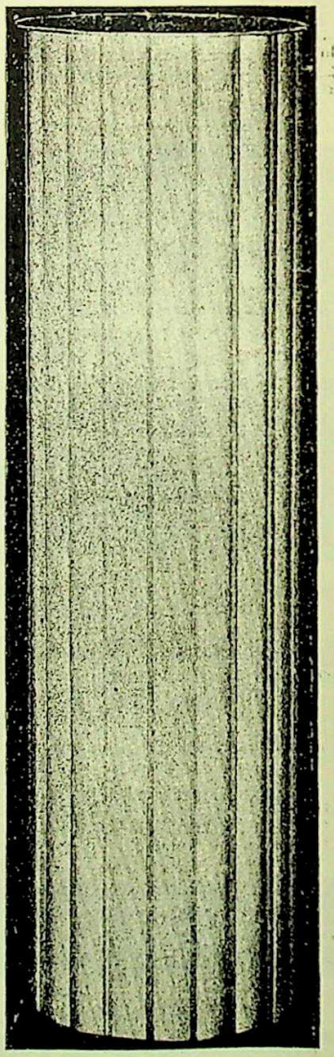
For unusual effects the board can be painted or decorated by any method.

This is the widest display board on the market. It is not a one-time display paper but a display board that can be used many times, saving time, money and labor.

Buttress Display Board is used for all types of display work, window and interior decorations—booths, floats, pedestals, plateaus, false-walls, partitions, ceilings or wherever an ultra modern effect is desired. It is especially adapted for unit displays and backgrounds.

Display and advertising men say that the Board is the most practical and the least expensive on the market and recognize the fact that outstanding window and interior displays are prime factors in stimulating business.

The Buttress Board column shown to the right is 8 inches in diameter and is held in place with our Colordex Ring Sets. It is self-standing and makes a sturdy, beautiful column from a ½ sheet.



In Stock for Immediate Delivery

WHITE

3 ft. x 6 ft.	Per Sheet
1 to 10 sheets	$3.00
11 to 49 sheets	2.80
50 or more	2.65

3 ft. x 8 ft.	Per Sheet
1 to 10 sheets	$4.00
11 to 49 sheets	3.70
50 or more	3.50

Package charge 25c on less than 3 sheets of the above sizes.

3 ft. x 10 ft.	Per Sheet
1 to 10 sheets	$5.00
11 to 49 sheets	4.65
50 or more	4.40

3 ft. x 12 ft.	Per Sheet
1 to 10 sheets	$6.00
11 to 49 sheets	5.55
50 or more	5.25

Package charge 50c on less than 3 sheets of the above sizes.

COLORS

Red, Light Blue, Light Green, Light Yellow, Dark Brown, British Tan, Buff and Ivory

3 ft. x 8 ft.	Per Sheet
1 to 10 sheets	$4.50
11 to 49 sheets	4.20
50 or more	4.00

Package charge 25c on orders less than 3 sheets.

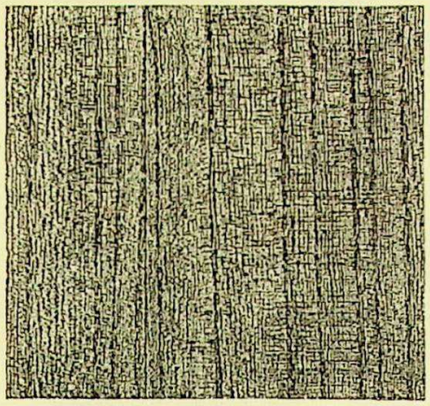
Colors and finishes available on special order not in stock: Black, Orchid, Orange, Gray. All 3 ft. x 8 ft. size. Same price as colored Board at left.

SPECIAL FINISHES

Gold and Copper Metallic finish 3x8 ft. Per sheet	$5.50
Velvet finish in all colors above 3x8 ft. Per sheet	6.50

(25c package charge on orders less than 3 sheets)

DISTINCTIVE NEW DISPLAY PAPERS



WOOD GRAIN PAPER

Wood grain papers made from actual photographic reproductions may be had in following varieties: Brown Mahogany, Gumwood, Bird's-eye Maple, Cedar, Burl Walnut, Birch, Cork, Oak, Red Mahogany.

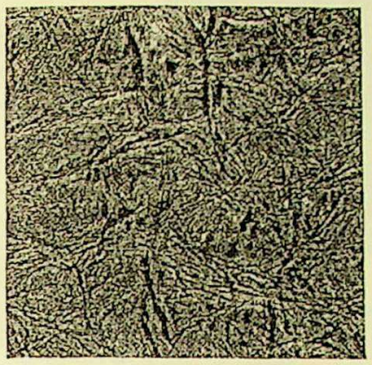
26 in. wide by 25 ft. long. Per roll $1.25

26 in. wide by 100 ft. long. Per roll $4.50

Write for sample swatches.

WOOD GRAIN PAPERS
Cedar Grain Only

26 in. wide by 60 ft. long. Per roll $2.60



IMITATION SPANISH GRAIN LEATHER PAPER

A new all-purpose, pyroxylin treated display paper, hammer embossed. The colors, which sparkle with the brilliance of sunlight, are permanent.

Unusual color effects may be obtained from the unique duo-tone treatment.

An ideal display paper—is rub-proof—will not tarnish—soil-proof—may be safely cleaned with a damp cloth.

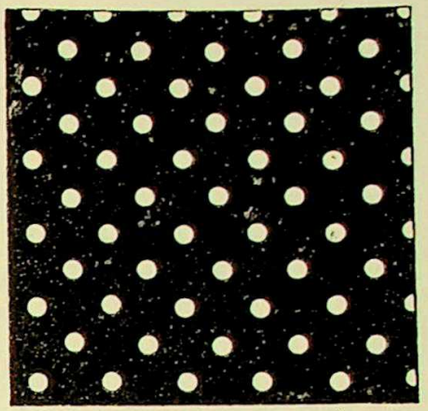
Put up in rolls 26 in. wide by 50 ft. Per roll $2.85

Half roll, 26 in. wide by 25 ft. Per half roll $1.50

Carried in stock in the following colors:

No. DP-3309—White and silver
No. DP-3320—Green and white
No. DP-3330—Orchid and green
No. DP-3319—Blue and silver

Write for sample swatches.



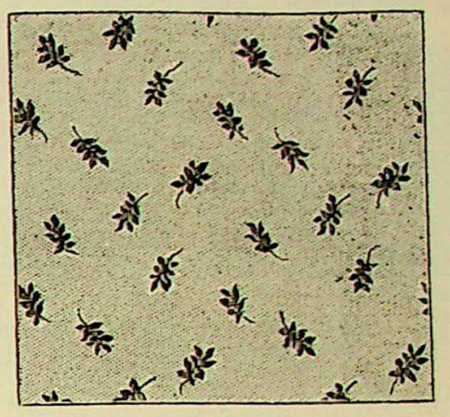
WHITE POLKA DOTS

A Distinctive New Display Paper.

The illustration is a half size reduction of this all-over pattern for Panels, Floors, Backgrounds and Coverings. White Polka Dots on the following iridescent finish colors:

No. DP-2285—Off White
No. DP-2286—Ivory
No. DP-2289—Canary Yellow
No. DP-2290—Seafoam
No. DP-2292—Light Blue
No. DP-2296—Light Apple Green

Roll 26 in. wide x 50 ft. Per roll $1.50



NEW SATINSPRIG DISPLAY PAPER

The illustration is half-size reduction of a new mica-coated embossed display paper for showcases, panels and floors. Seven attractive solid colors with design embossed on the paper.

No. DP-5063—Nile Green
No. DP-5109—Light Blue
No. DP- 629—Buff
No. DP-5031—Ivory
No. DP-5061—Tan
No. DP-5108—Orange
No. DP- 540—Red Brown

Rolls 26 in. wide x 50 ft. Per roll $1.50

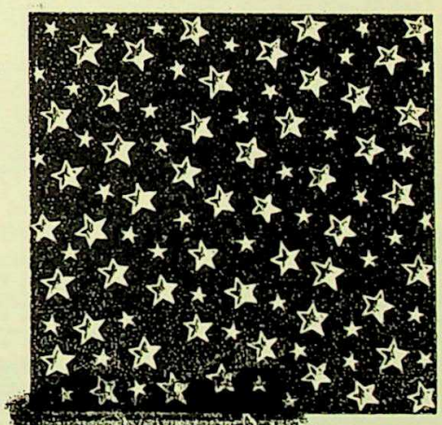
Textile Embossed Display Paper
"SUNFAST"

For window backgrounds, panels or floor coverings. A very tough and strong paper. Made of genuine No. 1 extra strong bleached Kraft. The colors are all high in "Fadometer" tests (almost fade-proof). Carried in stock in 15 beautiful colors.

No. TP- 1—Emerald Green
No. TP- 2—Red (very bright)
No. TP- 3—Light Green
No. TP- 5—Canary Yellow
No. TP- 6—Medium Blue
No. TP- 7—Light Blue
No. TP- 8—Dark (Royal) Blue
No. TP- 9—Lavender
No. TP-10—Light Gray
No. TP-11—White
No. TP-12—Black
No. TP-13—Buff
No. TP-14—Light Brown
No. TP-15—Mandarin
No. TP-16—Autumn Green

50 FEET to a roll—26-inch width. Per roll $1.50

Write for sample swatches.



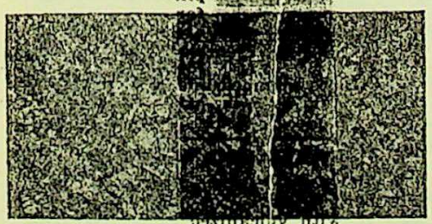
SILVER STAR FANCY PAPER

Attractive Display Paper.

Illustration shows quarter reduction of the pattern.

No. DP-2470—White with Silver Stars
No. DP-2479—Green with Silver Stars
No. DP-2482—Blue with Silver Stars

Roll 26 in. wide x 50 ft. Per roll $1.50



CORK DESIGN DISPLAY PAPER

26 in. wide by 25 ft. long. Per roll $1.25

26 in. wide by 100 ft. long. Per roll $4.50

No. BS-216 — Washable leatherette fabric in cork reproduction. 54 in. wide. Per roll of 12 yards $6.00

POSTER BOND BANNER PAPER

Unequalled for banners, streamers and art work. Has a hard, firm surface which produces clean and sharp lines. It is less absorbent and freer from buckling than most any other grade. Bleedproof and sunfast.

Put up in rolls 36 in. wide by 50 yards.

Carried in stock in the following colors:

No. DP-4400—White.	Per roll..	$1.25
No. DP-4401—Light Green.	Per roll..	1.35
No. DP-4404—Canary.	Per roll..	1.35
No. DP-4405—Goldenrod.	Per roll..	1.45

TECHNICOLOR

Background, Art and Poster Display Paper

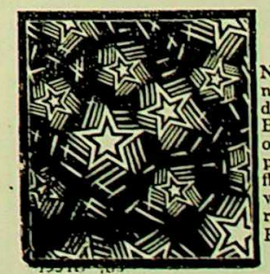
Can be used with air-brush or water colors. Will not bleed. Dull coated one side — all vivid colors

No. DP-1903—Light Green
No. DP-1904—Dark Green
No. DP-1905—Buff
No. DP-1911—Bright Red
No. DP-1912—Dark Red
No. DP-1913—Black
No. DP-1914—White
No. DP-1915—Light Blue
No. DP-1916—Deep Blue
No. DP-1917—Topaz
No. DP-1918—Chinese Yellow
No. DP-1919—Tangerine
No. DP-1920—Light Brown
No. DP-1921—Light Buff

Put up in rolls 36 in. wide by 75 ft. to a roll. Per roll $1.90

Per half roll, 30 in. wide by 37½ ft. to a roll $1.00

STARBRIGHT



No. DP-2343 — A new flash star decorative paper. Blue background of dull coated paper with printed flash stars. 26 in. wide, 50 ft. to the roll. Per roll .. $1.75

Illustration is quarter-size reduction

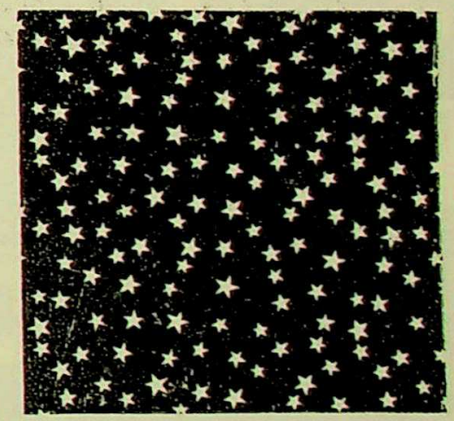


Illustration in quarter-size reduction

CHRISTMAS STARS

A medium large, bright star on dull white, blue or red background. An excellent paper for showcases, panels, post decorations and plateau coverings.

No. DP-2177—Blue and silver star.

No. DP-2178—Red and silver star.

No. DP-2179—White and silver star.

Per roll of 50 feet, 26 inches wide $1.75

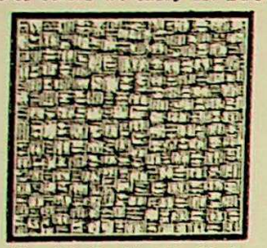
Decorative Aluminum Foil

For Window or Showcase Decorating. The following illustrations show the patterns and list of colors we carry IN STOCK

No. AF-103—Leatherette

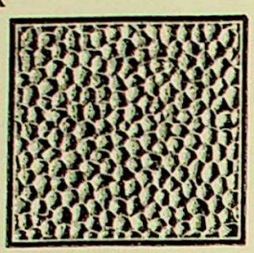
Silver, Gold, Bright Red, Emerald Green, Dark Blue

Illustration ½ Size.



No. AF-68—Monk's Cloth

Silver, Emerald Green, Salmon or Ash Rose, Dark Blue, Bright Red, Nile Green, Wisteria, Light Gold



No. AF-69—Hammered

Silver, Copper, Gold

Illustrated ½ Size.

PRICES OF PATTERNS Nos. AF-68, AF-69, AF-103

Silver		All Colors and Gold	
25 in. wide, 100 ft. to a roll	$4.00	25 in. wide, 100 ft. to a roll	$4.75
25 in. wide, 50 ft. to a roll	2.25	25 in. wide, 50 ft. to a roll	2.60
25 in. wide, 25 ft. to a roll	1.50	25 in. wide, 25 ft. to a roll	1.70

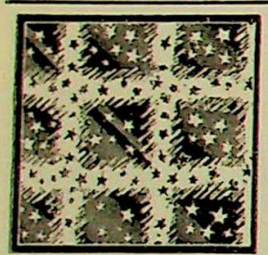
Write for Sample Swatches of Aluminum Foil.

PRICE LIST OF UNEMBOSSED PLAIN CHROME, BRIGHT SILVER, GOLD, COPPER, BRIGHT BLUE, BRIGHT GREEN, BRIGHT RED

Silver		All Colors and Gold	
25 in. wide, 100 ft. to a roll	$4.75	25 in. wide, 100 ft. to a roll	$5.00
25 in. wide, 50 ft. to a roll	2.60	25 in. wide, 50 ft. to a roll	2.75
25 in. wide, 25 ft. to a roll	1.70	25 in. wide, 25 ft. to a roll	1.75

SATIN SILVER AND SATIN GOLD ALSO IN STOCK AT THESE PRICES

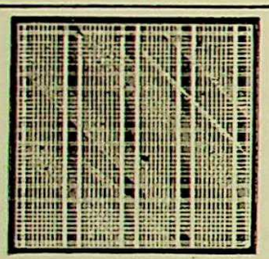
Super Bright Shiny Silver (like a mirror) at same prices as Gold and Colors



No. AF-106 — Stars and Stripes.

Silver, Gold, Red, Green, Blue

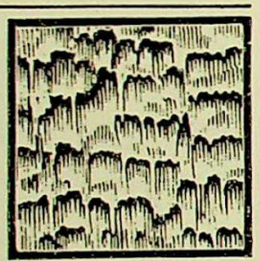
Illustration ¼ Size.



No. AF-105—Scotch Plaid.

Silver, Gold, Red, Green, Blue

Illustration ¼ Size.



No. AF-104—Satin Moire

Silver, Gold, Bright Red, Emerald Green, Dark Blue

Illustration ½ Size.

No. AF-73—Northern Lights

Light Gold, Dark Blue, Bright Red, Nile Green, Wisteria

Illustrated ¼ Size.

PRICES OF PATTERNS Nos. AF-73, AF-87, AF-91, AF-96, AF-104, AF-105, AF-106

Silver

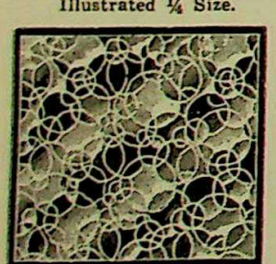
25 in. wide, 100 ft. to a roll.	Per roll	$3.75
25 in. wide, 50 ft. to a roll.	Per roll	2.00
25 in. wide, 25 ft. to a roll.	Per roll	1.25

Gold and All Colors

25 in. wide, 100 ft. to a roll.	Per roll	$4.50
25 in. wide, 50 ft. to a roll.	Per roll	2.25
25 in. wide, 25 ft. to a roll.	Per roll	1.25

Aluminum Foil in Sheet Form Patterns Nos. AF-96, AF-87, AF-69, AF-91 and Plain Gold and Silver only.

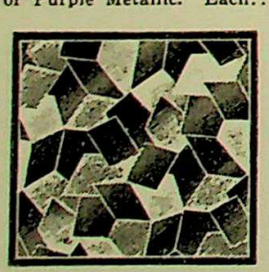
Sheets—20x30 in. Either in Silver, Gold, Red, Green, Blue or Purple Metallic. Each.....8c



No. AF-96—"Bubbles"

Silver, Gold, Red, Green.

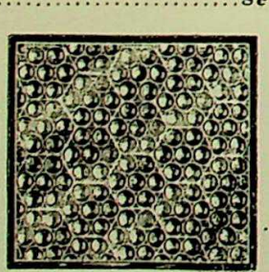
Illustrated ¼ Size.



No. AF-87—"Modernistic"

Silver, Gold, Red, Green, Purple.

Illustrated ½ Size.



No. AF-91—"Circles"

Silver, Gold, Red, Green, Purple.

Illustrated Actual Size.

New Imported Aluminum Foils

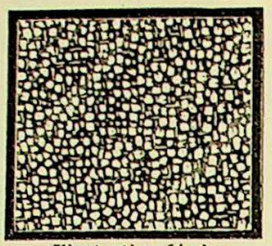


Illustration ¼ size

NEW BURLAP FOIL

No. AF-6

Gold and Green, Silver and Green, Brown and Gold.

26 in. wide. Per 25-foot roll..... $2.00

Per 100-foot roll..... $7.00

NEW WHIRLPOOL FOIL

A new decorative foil. Burnished silver highlights against mottled blue or red background.

No. AF-7

Red and Silver, Blue and Silver, Gold and Blue.

26 in. wide. Per 25-foot roll..... $2.00

Per 100-foot roll..... $7.00

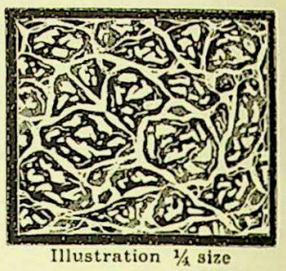


Illustration ¼ size

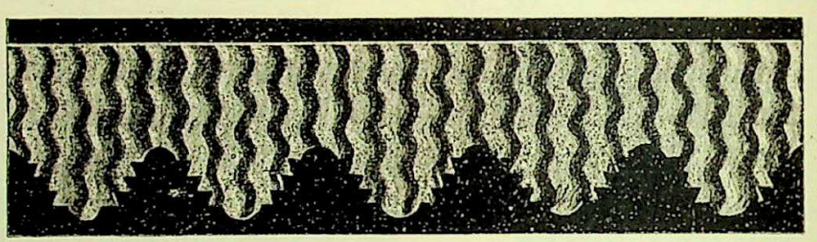
Illustration ⅛ size

SILVER STAR DECORATIVE ALUMINUM FOIL

No. AF-5

24 in. wide, 25 feet to a roll. Silver stars on a Blue Foil background. Per 25-foot roll..... $2.00

Per 100-foot roll 24 in. wide..... $7.00

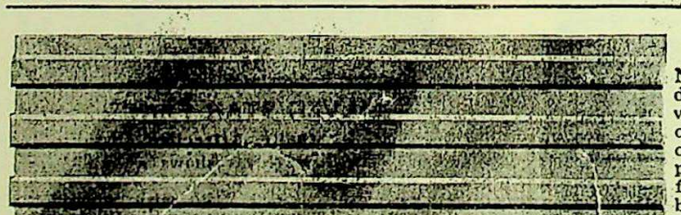


½ Actual Size

STREAMLINE FANCY DIE-CUT EDGING, BORDER, OR MOULDING

No. DC-770—Silver Ripple Corrugated Moulding. Silver Foil with backing of heavy Kraft paper. 100 ft. to the roll and 1¾ in. wide. Per roll..... $2.00

No. DC-771—Gold Ripple Corrugated Moulding. Gold Foil with backing of heavy Kraft paper. 100 ft. to the roll and 1¾ in. wide. Per roll..... $2.00



Kimbend Moulding

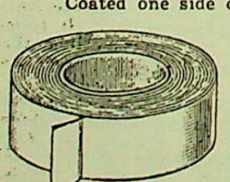
No. MK-99 has many distinct uses and advantages over any other moulding now on the market. It is pliable and can therefore be bent without breaking. The corners may be mitered to form square frames. Surface has metallic chrome face. Back—This material is gummed and will stick to most surfaces. Packing—Put up in rolls of 100 ft. in box 8 in. by 8 in. One roll of 100 feet 15/16 in. wide. If interested write for sample piece. Price..... $2.80

PAPERTAK DECORATING AND MASKING TAPE

The New Superior Tape for Decorating, Edging, Masking for Painting, Framing, Window Background and Showcard Work!

Coated one side only. Fibrous paper-like back with vulcanized rubber face. Edges will not curl. Heat does not cause rolls to solidify. Impervious to water. Leaves no surface marks when removed. Paint, Varnish or Lacquer will not penetrate. Sticks flat in any length.

Colors: White, Black, Blue, Yellow, Brown, Red and Green.



90 feet per roll, 1 in. wide. 80¢

Price, per roll.....

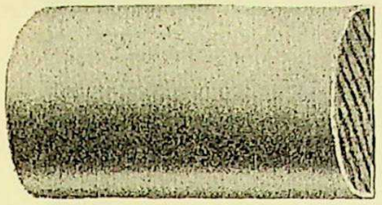
Price of 6 rolls..... $4.50 Price of 12 rolls..... $8.40

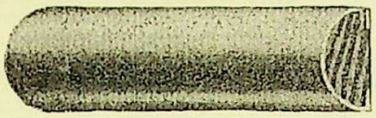
½ in. wide, 90 feet per roll. 50¢

Price, per roll.....

Price of 6 rolls..... $2.70 Price of 12 rolls..... $4.80

Foreign Made FOIL COVERED WOOD MOULDINGS





Any of these inexpensive mouldings will do wonders in finishing off your show window backgrounds and panels. Also has numerous other uses in store interiors, booths, display cards, theaters, cafes, homes, etc. Medallion mouldings are light enough in weight to be easily handled and flexible enough to be used even on curved surfaces. Quickly and easily applied with glue, screws or headless tacks or nails. They will retain their luster indefinitely.

Medallion dull silver aluminum leaf foil covered (over wood).

No. MC-3584—1-in. flat oval. Bundle containing 330 ft. consisting of 40 strips each 8 ft. 3 in. long. ½ bundle **$9.00**. Per bundle **$17.00**
Less than bundle lots, per strip of 8¼ ft. (no less than 5 strips sold) ..... **55¢**

No. MC-2584—¾-in. flat oval. Bundle contains 330 ft. consisting of 40 strips each 8 ft. 3 in. long. ½ bundle **$8.15**. Per bundle **$15.35**
Less than bundle lots, per strip of 8¼ ft. (no less than 5 strips sold) ..... **50¢**

No. MC-2502—½-in. half round. Bundle contains 330 ft. consisting of 40 strips each 8 ft. 3 in long. ½ bundle **$7.35**. Per bundle **$13.70**
Less than bundle lots, per strip of 8¼ ft. (no less than 5 strips sold) ..... **45¢**

COPPER FOIL Covered Wood Mouldings

No. MC-2660—¾-in. flat oval. No. MC-2657—½-in. half round.
Prices same as Silver Foil Medallion Mouldings.

"SILVER" CHROME METAL Covered Wood Mouldings

The ideal finish for all architectural and display moulding trim. Almost imperishable—it is light in weight yet will not rust, tarnish or warp because constructed of genuine heavy chrome plating over quality sheet zinc drawn through dies over shaped wood cores. Chrome mouldings impart that brilliant, ultra modern effect demanded today in display, decorative and fixture trims.

No. MC-18—1-in. flat oval. Bundle containing 200 ft. consisting of 25 strips each 8 ft. long. Per bundle **$20.00**
Per 8-ft. strips **$1.00**

No. MC-17—¾-in. flat oval. Bundle containing 200 ft. consisting of 25 strips each 8 ft. long. Per bundle **$18.00**
Per 8-ft. strips ..... **90¢**

No. MC-1—½-in. half round. Bundle containing 200 ft. consisting of 25 strips each 8 ft. long. Per bundle **$16.00**
Per 8-ft. strips ..... **80¢**

All above mouldings sold in minimum quantity of 5 strips.

American Made FOIL COVERED WOOD MOULDINGS

SAME SIZE AS ILLUSTRATED ABOVE

No. MC-200—½-inch Silver Half Round Foil Covered. Bundle containing 320 ft., each strip 8 ft. long. Per bundle **$11.20**
Less than Bundle Lots (no less than 5 strips sold), per strip 8 ft. long ..... **32¢**

No. MC-300—¾-inch Silver Flat Oval Foil Covered. Each bundle containing 320 ft. in 8 ft. strips. Per bundle **$11.20**
Less than Bundle Lots (no less than 5 strips sold), per strip 8 ft. long ..... **32¢**

No. MC-500—1-inch Silver Flat Oval Foil Covered. Bundle containing 320 ft., each strip 8 ft. long. Per bundle **$14.00**
Less than Bundle Lots (no less than 5 strips sold), per strip 8 ft. long ..... **40¢**

Colors available in Bundle Lots—MC-200 and MC-300 only. Foil Covered—Gold or Copper. Pyroxylin Covered—Red, Green, Blue, Black or Ivory.

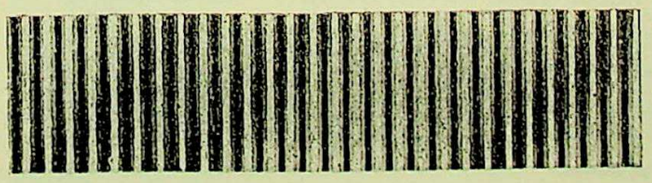
American Made CHROME METAL Covered Wood Mouldings

No. ML-00—⅜ in. half round. Chrome metal covered. Bundle containing 200 feet, consisting of 25 strips each 8 feet. Per bundle **$11.00**
Per 8-foot strips ..... **50¢**

No. ML-30—¾ in. flat oval. Chrome metal covered. Bundle containing 200 feet, consisting of 25 strips each 8 feet. Per bundle **$13.00**
Per 8-foot strips ..... **60¢**

No. ML-60—1 in. oval. Chrome metal covered. Bundle containing 200 feet, consisting of 25 strips each 8 feet. Per bundle **$15.00**
Per 8-foot strips ..... **70¢**

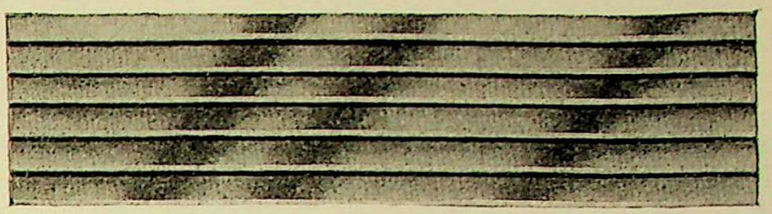
All the above mouldings sold in minimum quantity of 5 strips.



"RIPILEDGE"

No. MM-78—A new gummed back, chrome faced foil decorative border material in a pleated or corrugated effect. Comes ⅞ in. wide by 100 ft. to roll. Silver or Gold. Per 100 ft. **$1.00**

No. MM-2—Also available 2 in. wide by 50 ft. to a roll. Silver or Gold **$1.00**



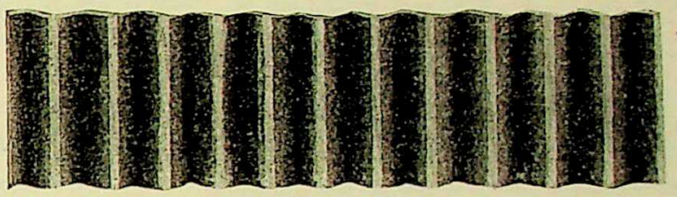
LUSTRE RIB BORDER OR BANDING

The ideal all-purpose display tape at a low price. Can be used in a great number of ways. A necessary decorative item for every display department for producing a really smart finish to any trim. Made of genuine metal foil on heavy paper back, lacquered, tarnish-proof. 1-inch wide. Priced very low.

No. DC-780—Silver.
Per 100-ft. roll ..... **75¢**

No. DC-781—Gold
No. DC-782—Copper
No. DC-786—Nile Green
No. DC-789—Emerald Green
No. DC-788—Red
No. DC-790—Dark Blue
No. DC-791—Black
All colors per 100-ft. roll (1-in. wide) **85¢**

No. DC-779—Silver, 2 in. wide.
Per 100-ft. roll **$1.45**



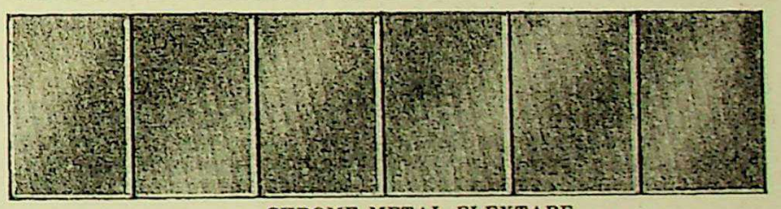
Exact Size

CORRUGATED FOIL MOULDINGS OR EDGINGS

No. MK-599—A foil moulding mounted on a Kraft paper back which is gummed and corrugated. 15/16 of an inch wide. Comes 85 feet to a roll. There are really 100 feet of tape in a roll when flat but the corrugation reduces the length to 85 feet. Put up in individual boxes. Silver or Gold.
Per roll **$1.00**

PLAIN FOIL MOULDING

No. MK-600—A bright Chrome foil moulding without any corrugation. Mounted on a Kraft paper back which is gummed. 15/16 of an inch wide. Put up in individual boxes. 100 feet to the roll. Silver only.
Per roll **$1.00**

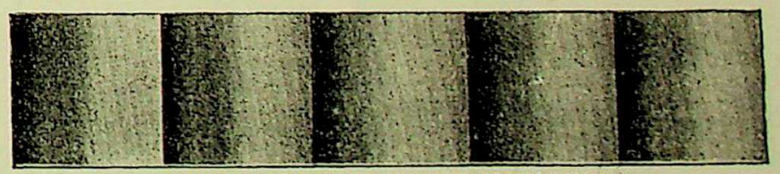


CHROME METAL FLEXTAPE

The Newest Border in Silver Chrome Metal, Gold or Copper Metal.
1 in. wide, 24-ft. roll **$2.15**

FOIL COVERED FLEXTAPE

Colors: Gold, Silver, Blue, Red and Green Foil.
1 in. wide, 72-ft. roll **$2.00**



MIRROR CHROME SHAPED MOULDING

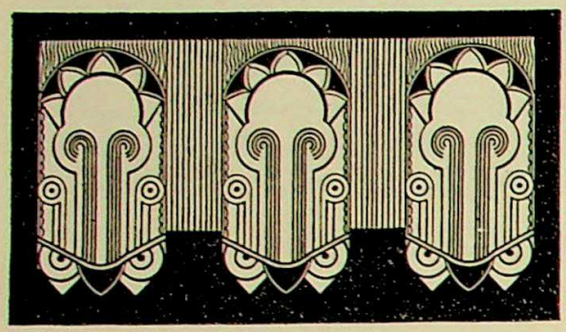
¾ in. half round shaped, flat metal Bright Chrome Finish. Approximately 100 ft. to coil.
½ in. wide by approximately 100 ft. Per roll **$2.75**
¾ in. wide by approximately 100 ft. Per roll **3.75**

MIRROR CHROME FLAT MOULDING

Plain Flat Chrome Metal Moulding, 100 ft. to the coil.
½ in. wide by approximately 100 ft. Per roll .....
¾ in. wide by approximately 100 ft. Per roll .....

Dress Up Your Store Front with DECALCOMANIA VALANCES

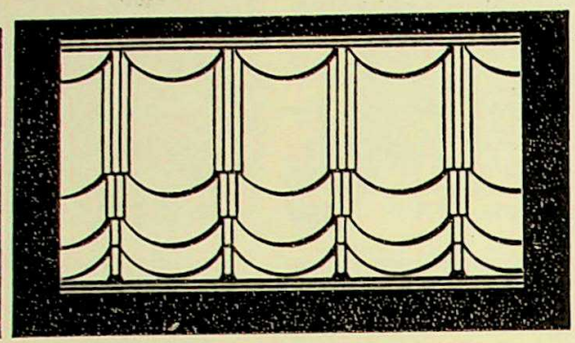
A Transparent Decalcomania transfer designed in French carved glass effect.
Write for Circular Showing Many Patterns With Complete Instructions.



Main Body No. VT-518—Black, White and Silver; or No. VT-517, Green, Black and Silver; Panels 9¼ in. wide by 19½ in. deep.

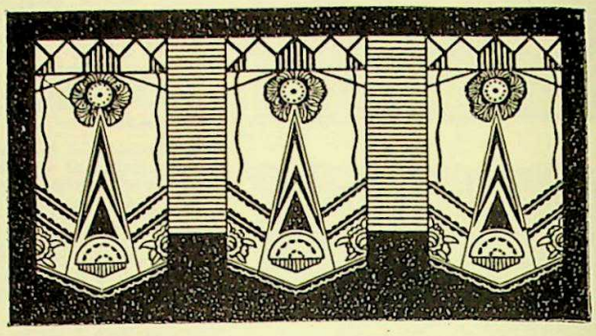
Intersections No. VT-48—White Stripe or VT-320 Black and White Stripe; Yard Goods.

Separate Panel Prices—Ready-cut panels, size 9¼ in. wide by 19½ in. deep. Per roll consisting of 17 panels..... **$3.50**
Separate panels, less than 1 roll lots. Each.....25¢



No. VT-56—White and Clear. Yard Goods. No intersections necessary with this design. Measure your windows and apply. May be cut along scalloped edge at bottom if desired.

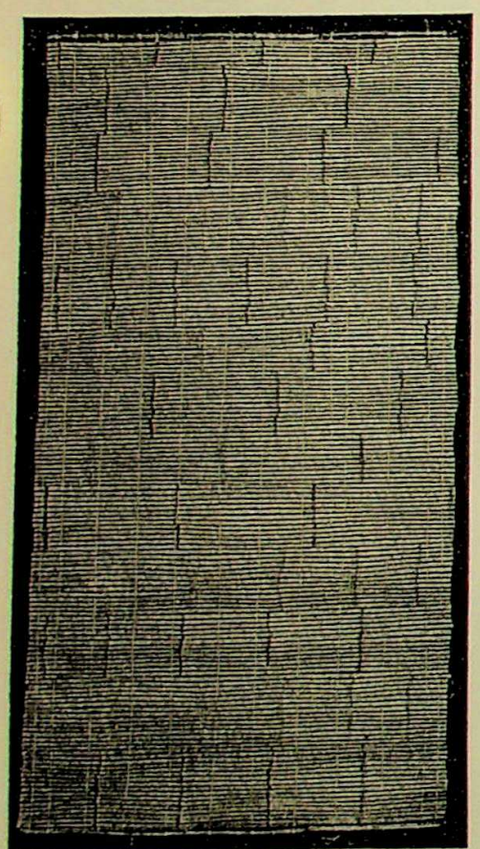
Yard Goods come in rolls 18½ in. wide by 25 ft. to a roll.
Price of any design is, per roll..... **$3.50**
If bought in less than full roll lots the price per running foot 18½ in. wide is..... 20¢



Main Body No. VT-635—Black, White and Silver; Panels 9¼ in. wide by 19½ in. deep.

Other colors also available: No. VT-535—Green, White and Black, or No. VT-435—Blue, White and Black.

Intersections No. VT-48—White Stripe or No. VT-320—Black and White Stripe; Yard Goods.



Bamboo Awnings

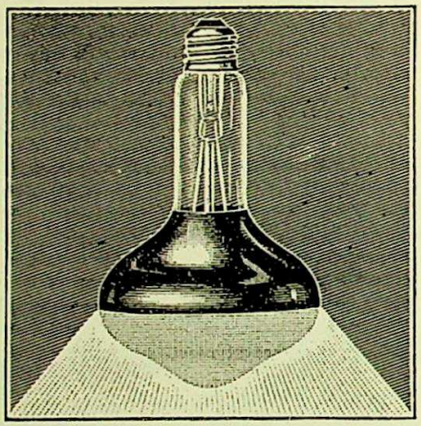
Made of genuine slit bamboo. 48 in. wide with 72-in. drop. Complete with 2 hanging brackets, pulleys and cord. Can be raised or lowered with ease. Double-faced for window display and practical sunshade use. **$1.95**
Complete, each.....
Dozen.....**$19.50**

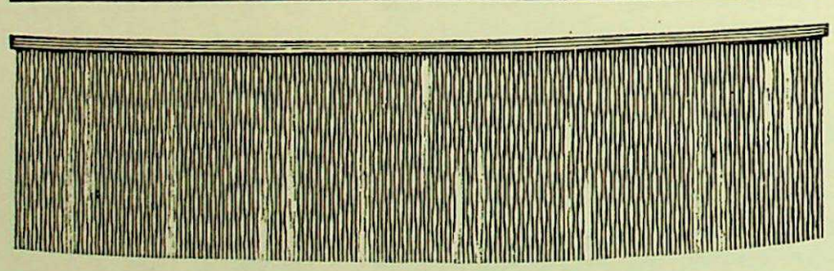
Combination Lamp and Spotlight

This new silver neck mushroom lamp puts the light on the merchandise in your window without reflectors. Simply screw these lamps in overhead light sockets. The 100-watt lamp of this type delivers approximately the same amount of light on merchandise as the ordinary 150-watt lamp, effecting a saving in your current consumption.

	Each	Dozen
50-watt.....	$0.80	$ 8.00
75-watt.....	1.05	10.50
100-watt.....	1.10	11.00
150-watt.....	1.25	12.50
200-watt.....	1.50	15.00

110 to 125 volts. Standard base.





12-inch Cellophane Fringe or Icicle

A smart decorative for Christmas trimming in Blue, Red and Clear Transparent. 12 in. deep.
Per running foot..... 10¢
Per dozen running feet.....$1.00
In Stock for Immediate Delivery.

Cellophane Curtains

Any Size

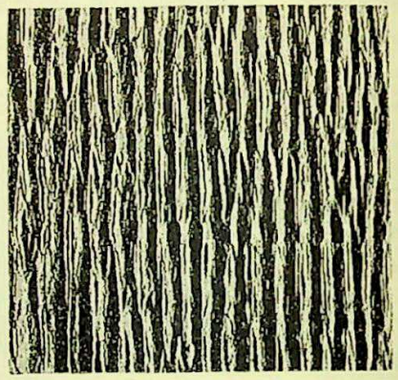
Made to order in Yellow Gold, Flame Red, Emerald Green, Pink, Light Blue, Orchid, Medium Blue, Dark Blue, Purple, Black, Brown, Tango (Deep Orange) or Clear. Per square yard..... 75¢

When ordering send us a diagram specifying width and height desired. Approximately 7 to 10 days for shipment.

Marcelled Cellophane Curtains

Same as regular Cellophane curtain. In same colors as above. Made to order and marcel waved. Very attractive Spring decorative.
Per square yard..... 85¢

When ordering send in a diagram specifying width and height desired.
Approximately 7 to 10 Days for Shipment.



Regular Velton Display Paper

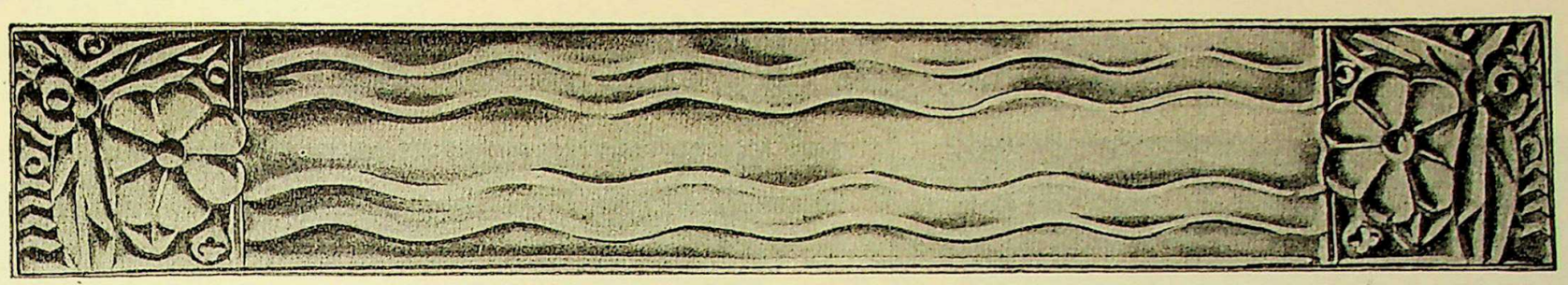
An exceedingly tough, very attractive crinkled heavy paper, made expressly for show window floor covering or as a background material. Also fine for re-covering old pedestal sets, plateaus, rounds, etc. Tubes and panels can be covered as the material is 60 in. wide and comes in rolls 20 ft. long, making a total of 100 square feet to a roll.

Each roll boxed. Shipping weight 7½ lbs. to roll.

No.	No.
RV-101—White	RV-125—French Blue
RV-103—Black	RV-126—National Blue
RV-105—Orchid	RV-130—Canary
RV-107—Purple	RV-132—Golden Yellow
RV-109—Pink	RV-133—Orange
RV-115—Spring Green	RV-135—Sand
RV-117—Nile Green	RV-136—Golden Brown
RV-119—Emerald Green	RV-140—Scarlet
RV-120—Grass Green	RV-144—Apricot
RV-124—Powder Blue	RV-145—Antique Ivory

20 ft. x 60 in.
Per roll..... $2.25

Write for sample color swatches.



No. BM-10—2 inches wide.
Per foot..... 22¢

No. BM-11—Same design as BM-10, halved to 1-inch width.
Per foot..... 12¢

CHROME "INLAY" MOULDING

CONSTRUCTION

BLOCKART Chrome "inlay" mouldings are made of genuine Chrome plated metal on a fibre board back and measure less than 1/16-inch in thickness. They are machine etched by a special process which combines the effectiveness of architectural styling with brilliant decorative design.

These mouldings are made in ½ inch, 1 inch and 2-inch widths. They are used in combinations of widths, and in any lengths desired to give interesting and varied effects and are manufactured in standard 2-foot lengths for easy handling and mounting.

"CUSTOM-BUILT" DESIGNS

By combining different motifs or double widths of motifs of the same design, you can achieve interesting and original "custom-built" decorative styles which will give your own displays distinction entirely different from any others using this type of moulding. This is possible only because of the unusual decorative features of this unusual new material.

EASY TO ATTACH

The extreme flexibility of this moulding makes it possible to nail it, thumb-tack it or mount it with adhesive. It can be easily and quickly attached to practically every type of surface including wood, glass, Bakelite, etc.

Rubber cement or ordinary glues will suffice for most purposes. On metal surfaces, Bakelite or glass, we recommend our special BX compound, available at 35c per 4-ounce bottle.

EASY TO CUT

BLOCKART moulding may be cut with metal shears. Thus, you can slice it readily into any length or width desired. For example, if you wish to cut a 1-inch piece into two ½-inch widths, you can do so without any difficulty.

USE IT AS MOULDING OR FOR SPECIAL DECORATIVE MOTIFS

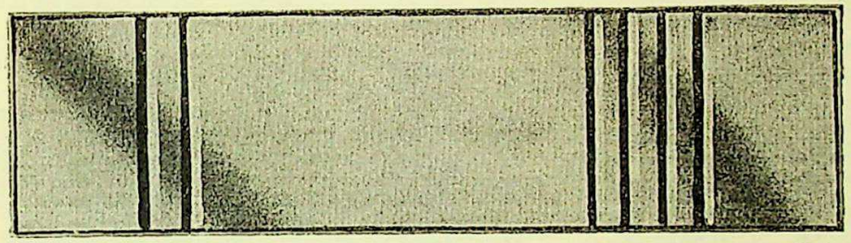
It lends itself perfectly to fine layouts, because it lays on perfectly flat. For example, it may be used as a corner trim for display cards just as effectively as for complete moulding purposes.

The brilliant, lustrous Chrome is easy to polish with an ordinary damp cloth. It will retain its high polish indefinitely with normal cleaning.

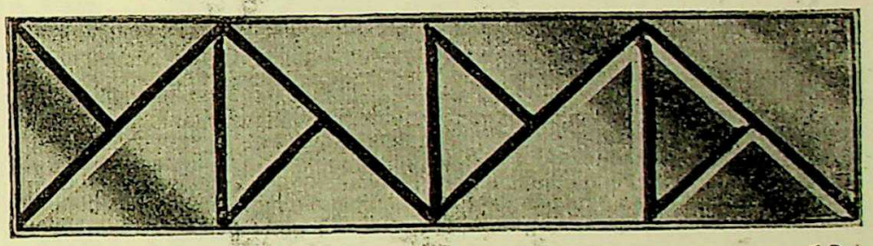
It is particularly suitable for display trim in store windows, interiors, theatre lobbies, wood panels, display exhibit booths, etc., because its extreme flexibility and light weight make it suitable for use over and over again.

1001 USES

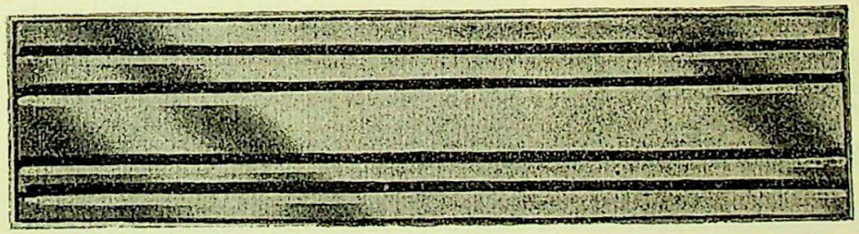
BLOCKART Chrome "inlay" mouldings are the perfect medium for every decorative use. Excellent for framing flat show cards, displays, etc. The designs are essentially decorative and harmonize perfectly with any kind of display. It is perfect for horizontal and vertical banding on walls of homes, as well as offices, lobbies and other modern interiors. Excellent for edging on pillars, shelves, columns as well as for every type of store and office fixture.



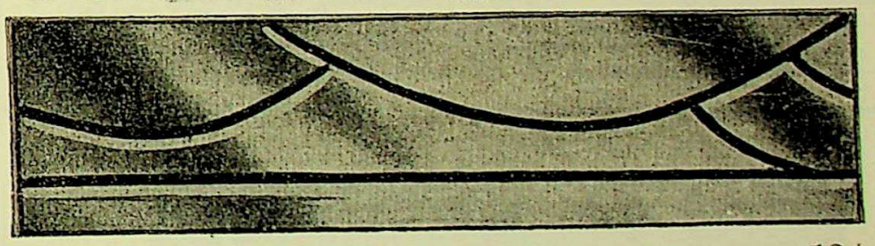
No. BM-17—1 inch wide.
Per foot..... 12¢



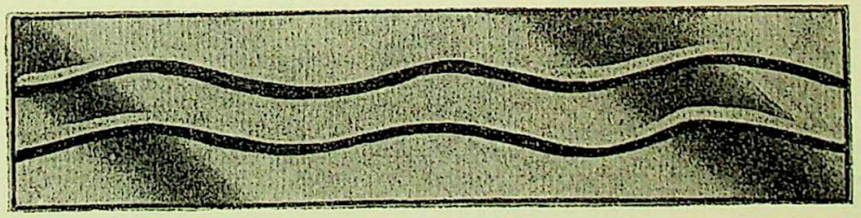
No. BM-12—1 inch wide.
Per foot..... 12¢



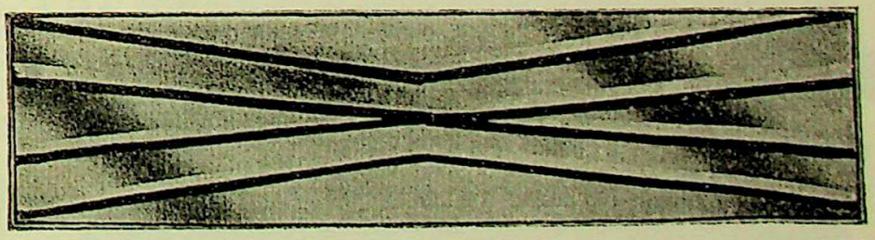
No. BM-19—1 inch wide.
Per foot..... 12¢



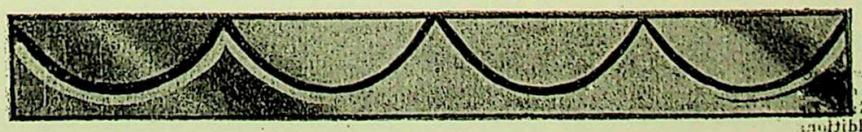
No. BM-14—1 inch wide.
Per foot..... 12¢



No. BM-21—1 inch wide.
Per foot..... 12¢



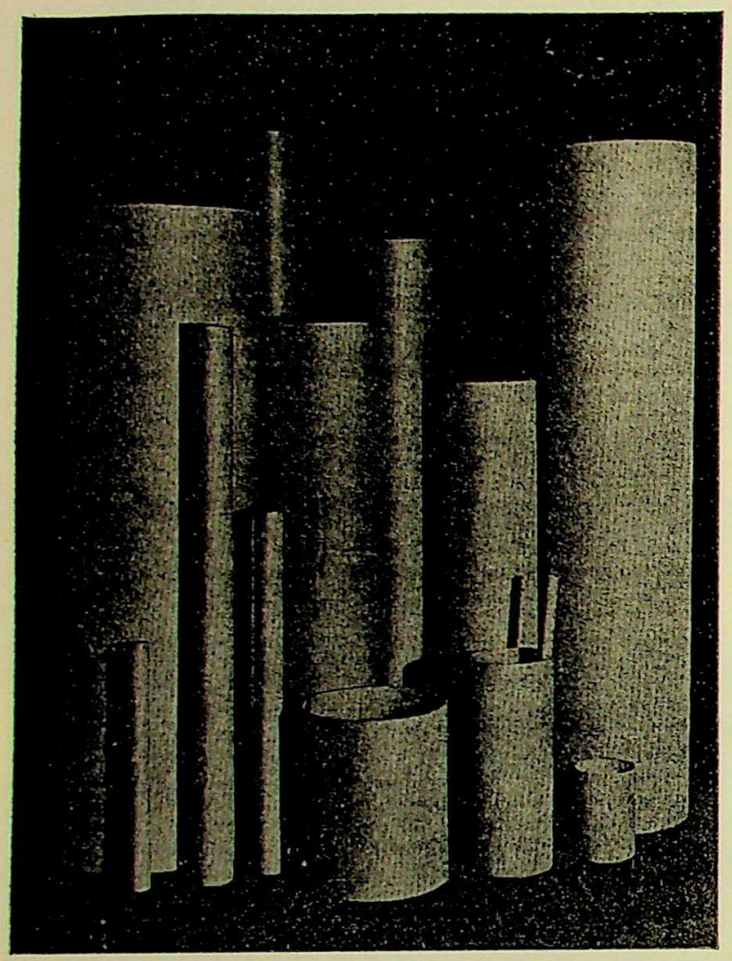
No. BM-15—1 inch wide.
Per foot..... 12¢



No. BM-22—½ inch wide.
Per foot..... 6¢

No. BM-24—½ inch wide.
Per foot.....

WALL BOARD TUBES



ALL PRICES F. O. B. OHIO FACTORY

For Modern Creations in Window Display and Interior—Powerful Eye Appeal—Economical

• • •

PRICE LIST

Tubes will come in the following standard lengths only. For orders less than 4 tubes there is an additional charge of 20% for packing.

Diameters / Length	1″	2″	4″	6″	8″	10″	12″	14″	16½″		22″
3 Feet	$0.10	$0.15	$0.30	$0.40	$0.55	$0.65	$0.85	$0.95	$1.10	Mam-	$3.00
6 Feet	.20	.30	.60	.80	1.10	1.30	1.70	1.90	2.20	moth	6.00
9 Feet	.30	.45	.90	1.20	1.65	1.95	2.55	2.85	3.30	Size	9.00
12 Feet	.40	.60	1.20	1.60	2.20	2.60	3.40	3.90	4.44	Tubes	12.00

Use Half Tubes for Backgrounds and General Display

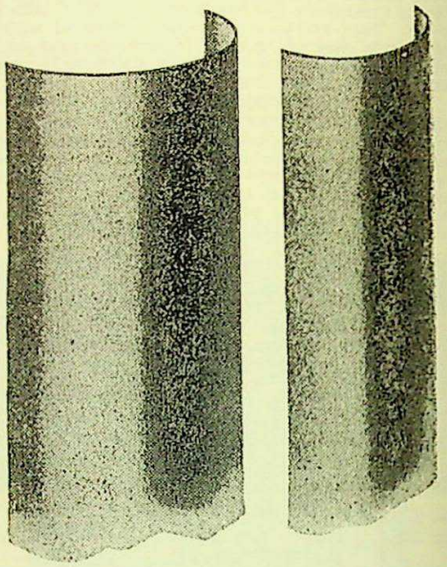
For convenience of customer, there is a net service charge for cutting tubes in half, lengthwise.

For 1 in., 2 in., 4 in. and 6 in. diameter, any length, per tube..... **25¢**

For 8 in., 10 in., 12 in. diameter, any length, per tube..... **38¢**

For 14 in. and 16½ in. diameter, any length, per tube..... **50¢**

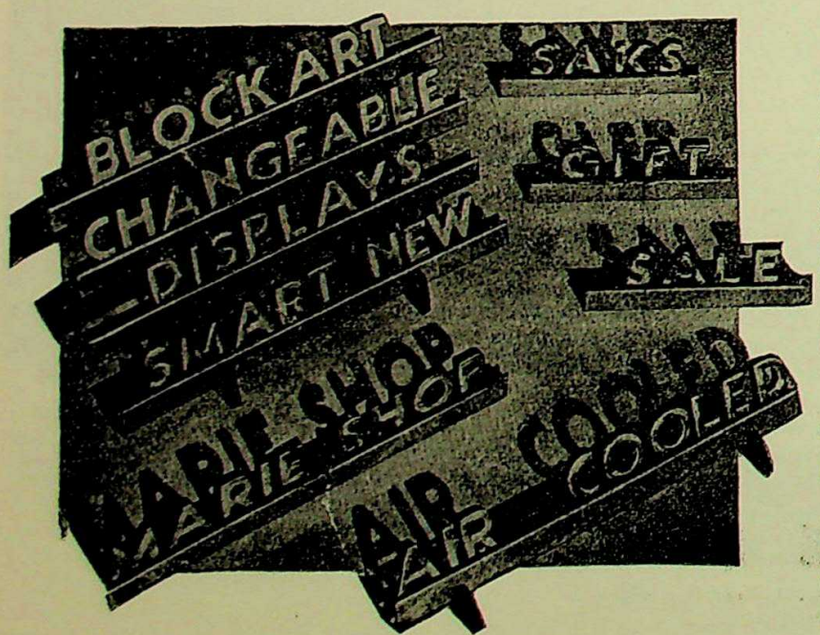
For 22 in. diameter, any length, per tube..... **75¢**



DISCS

For Tops and Bottoms of Uncovered Tubes

Diameter	Each	Diameter	Each
4¼″	3¢	12¼″	10¢
6¼″	4¢	14¼″	12½¢
8¼″	6¢	16¾″	15¢
10¼″	8¢	22″	25¢



BLOCKART CHROMIUM LETTER SETS

1¼-inch high by ¼-inch thick

The illustration at left indicates the unusual attention value and practicability of these new chrome-faced interchangeable block letters and numbers. Used in show windows, or directly on merchandise they are both smart and striking. They may also be placed on counters, shelves, in showcases, etc. Or they may be used on the special BLOCKART stand provided to permit the placing of four tracks, stepped back, one directly above the other, as indicated in the upper left hand illustration. Each BLOCKART set consists of a complete assortment of letters and numerals, designed to harmonize readily with all window backgrounds. BLOCKART letters are constructed of a heavy durable composition faced with genuine chromium metal. Each letter measures 1¼ inches high and ¼ inch thick. When the letters are placed into their bases the visible part of the letter measures 1 inch high. The sides and back of each letter are painted in black. The whole letter is lacquered, making it moisture-proof with a finish that will last for years.

METHOD OF USE

The letters are extremely easy to use. Simply pick out the letters required and push them into the bases provided. That is all. The sign is then ready for use.

SET ASSORTMENT

The standard 1-inch BLOCKART set consists of 100 letters, numerals, $ and ¢ signs, etc., and 5 feet of base track cut into convenient lengths. Three bases are made 12 inches long each and four bases 6 inches long each. Or it may be had with the special BLOCKART "Step-Up" display stand equipped with four 12-inch chrome faced bases. (See upper left hand illustration.) The assortment of letters is as follows:

Five each of E, S; four each of A, C, I, N, O, R, T; three each of B, D, H, L, P; two each of F, G, K, M, U, V, W, Y, 1, 2, 3, 4, 5, 6, 7, 8, 9, 0, $, ¢, periods; one each of J, Q, X, Z, &. Set Assortment, each..... **$4.95**

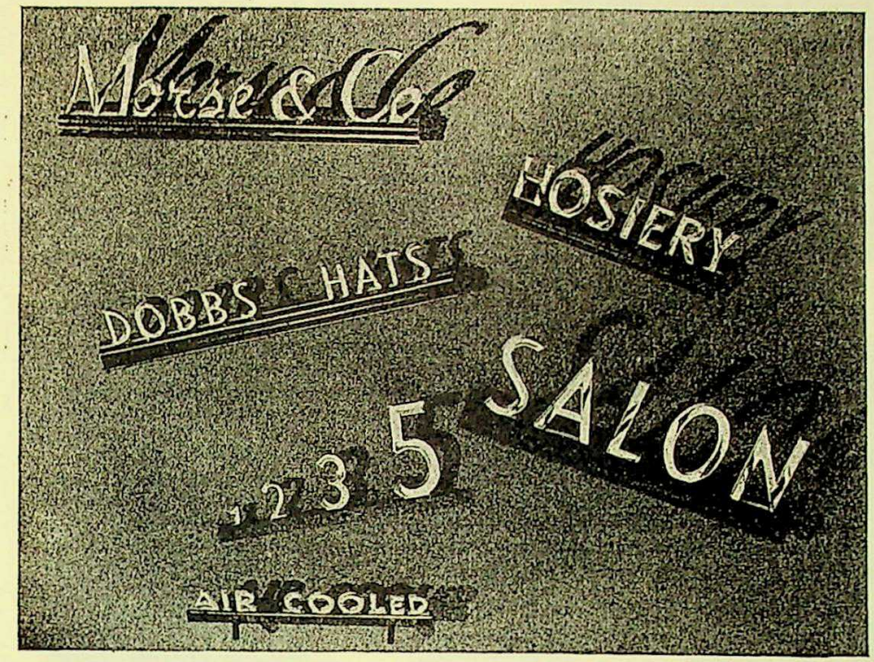
Individual Letters, Etc., Accessories, Bases—Individual letters may be had at a slightly higher cost. Additional bases in 6-inch and 12-inch lengths, base, feet, etc., may be purchased separately.

Packing—Each set is packed in an attractive individual box finished in black and silver. Box dimensions are approximately 12½ in. x 5 in. x 2½ in. Shipping weight 26 ozs. per set boxed.

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

BLOCKART *"Third Dimension* CUT-OUT TRACK LETTERS

PAT. NO. 1,839,889



BLOCKART CUT-OUT LETTERS are available for inserting into grooved track as illustrated.

Faced with genuine **CHROME Plated Metal.** With bases for insertion into grooved tracks.

Display Style Leaders everywhere feature BLOCKART CUT-OUT LETTERS because they are beautiful, new, modern, distinctive. They bespeak super-quality in every detail, yet they are one of the most economically priced letters in the entire sign and display field.

BLOCKART'S "third dimension" bold relief depth is today's most prominent display trend. Its "versatility" makes it instantly adaptable to any type of modern display.

BLOCKART letters are used for every conceivable style of display, including all types of signs, show cards, general displays, store name plaques, merchandise headings, counter classifications, temporary and permanent exhibits, etc. They are found invaluable.

Average Width of Letters

2-in. letters average 1½ in. in width
3-in. letters average 1¾ in. in width

Standard Assortments

For standard assortments, we suggest the following: Eight each E, S; seven A; six I; five each L, O, R; four each C, M, N, T, U, period; three each B, D, F, G, H, P, W; two each K, V, Y; one each J, Q, X, Z, &.

PRICES

All sizes are available in letters and numerals.

Genuine Chrome-Plated Letters
(¼-inch thick)

1-inch. Each	6¢
2-inch. Each	8¾¢
3-inch. Each	15¢
5-inch. Each	26¢
2-in. "Script" Lower Case. Each	19¢
4-in. "Script" Capitals. Each	26¢

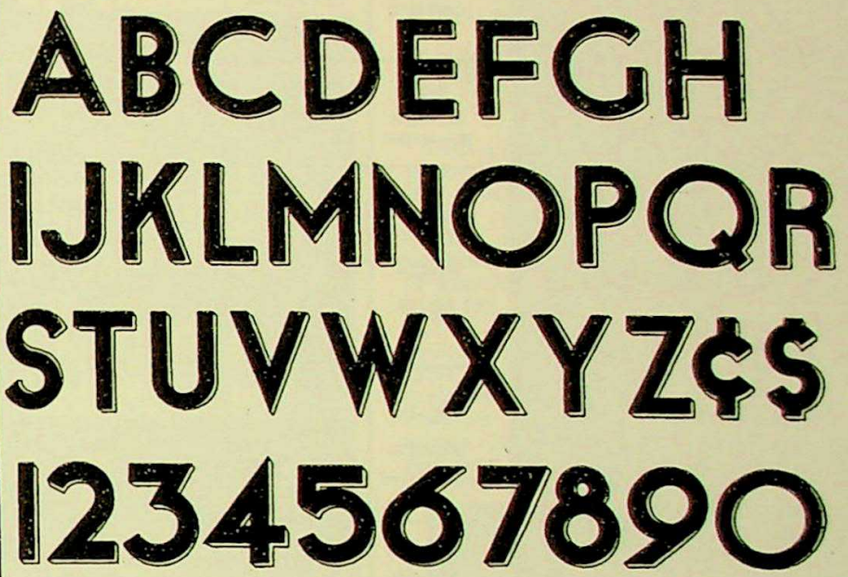
STANDARD EBONY BLACK SATIN FINISH TRACK (2¼ in. wide) for 2-inch, 3-inch, 4-inch or 5-inch letters **35¢** per foot. Available 12-inch, 18-inch and 24-inch—also special lengths, on request.

STANDARD EBONY BLACK SATIN FINISH RECTANGULAR TRACK. ¾-inch wide by ¾-inch high, for 1-inch, 2-inch, 3-inch and 5-inch letters, **25¢** per foot.

KOLORKUT LETTERS & NUMERALS

A few reasons why you should use them

1. One-third the cost of Cutawl Machine or hand work.
2. Perfection and uniformity of Kolorkut cannot be equaled.
3. Quantity in your stock saves time and money.
4. Advertisers demand cutout letters.
5. Immediate delivery.
6. Can be purchased in any selected quantity you wish.
7. Cut-out of 100-point stock perfect colored flint finish stock, except Chrome Finish Silver.



PRICE LIST

White, Black and Chrome Silver carried in stock. Red, Blue or Yellow letters furnishd in four days' delivery.

GOTHIC

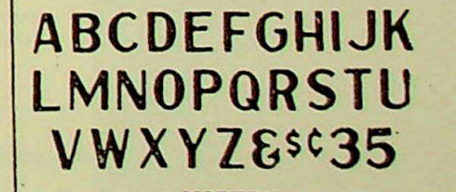
	Each
1¼-inch—Black or White	1½¢
1¼-inch—Chrome Finish Silver	2½¢

CLASSIC

	Each
1¼-inch—Black or White	1½¢
1¼-inch—Chrome Silver Finish	2½¢
2 -inch—Black or White	2¢
2 -inch—Chrome Silver Finish	4¢
4 -inch—Black or White	3¢
4 -inch—Chrome Silver Finish	5¢

FUTURISTIC

	Each
5-inch—Black or White	4¢
5-inch—Chrome Finish Silver	5¢

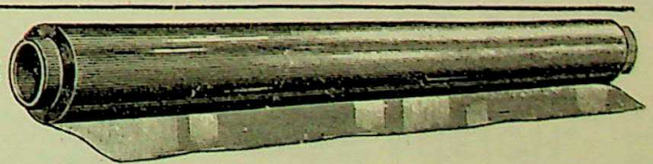


MODERN

	Each
2¼-inch—Black or White	2¢
2¼-inch—Chrome Finish Silver	4¢

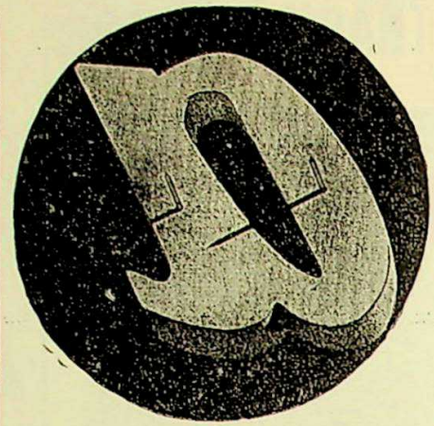
Commas, Periods—Gratis

CELLOPHANE IN ROLLS



No. CP-136—Plain Transparent, 36 in. wide.
100 feet to roll **$3.50**
No. CP-137—Colors: Red, Amber, Green or Blue, 36 in. wide.
100 feet to roll **$3.95**

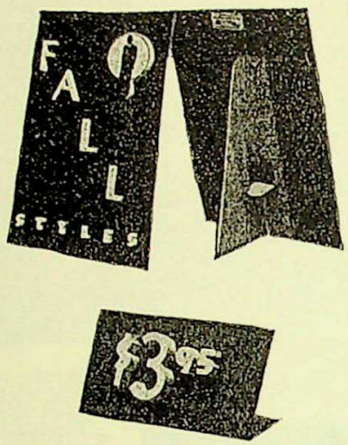
Size and Type of Font	Price of Complete Font	Prices Letters or Figures Separately	Price per Letter or Figure
¾-in. MODERN	233 Characters **$5.45**	182 Letters $4.25 51 Figures $1.45	4¢
1¼-in. GOTHIC Slant	233 Characters **$6.00**	182 Letters $4.75 51 Figures $1.75	5¢
2-in. KABEL Expanded	233 Characters **$7.45**	182 Letters $5.95 51 Figures $2.00	6¢
3-in. ELITE Script	152 Characters **$9.95**	126 Letters $8.25 26 Figures $2.25	10¢
4½-in. KABEL Condensed	134 Characters **$10.95**	108 Letters $9.00 26 Figures $2.50	12¢
4½-in KABEL Expanded	134 Characters **$10.95**	108 Letters $9.00 26 Figures $2.50	12¢
6-in. KABEL Expanded	134 Characters **$12.95**	108 Letters $10.45 26 Figures $2.75	15¢
9-in. KABEL Figures Only	Figures Only	No Letters 26 Figures **$7.75**	35¢



MITTEN'S DISPLAY LETTERS

On the back of each display letter you will find TWO STEEL PINS by means of which the letter may be affixed to any DISPLAY PANEL background, showcard, sign or display material except hard wood. We recommend either DISPLAY PANELS or soft composition board.

14"x21" Panel



Above: 10"x15" Panel
Below 3"x5" Price Panel

14"x21" Panel

Write for circular illustrating more than 40 Gadgets, Decorative Pieces, Borders, etc., similar to the lady and man figures.

DISTRIBUTION OF LETTERS AND FIGURES IN EACH OF ¾-IN., 1¼-IN. AND 2-IN. FONTS AND 1½-IN. AND 3-IN. TEMPO

LETTERS: 12-A, 6-B, 8-C, 6-D, 16-E, 6-F, 6-G, 6-H, 10-I, 3-J, 3-K, 8-L, 6-M, 10-N, 8-O, 8-P, 2-Q, 10-R, 10-S, 10-T, 6-U, 3-V, 3-W, 2-X, 3-Y, 2-Z, 4 commas, 2 periods, 1-&, 1-!, 1-?. Letters, 182

FIGURES: 4 each 1-0, 4 each $ and c, 2 periods, 1 fraction bar. Figures, 51

Complete Font, 233

DISTRIBUTION OF LETTERS AND FIGURES IN THE 3-IN. SCRIPT FONT:

LETTERS: Upper case: 3-A, 2-B, 2-C, 2-D, 3-E, 2-F, 2-G, 2-H, 2-I, 1-J, 1-K, 1-L, 2-M, 3-N, 2-O, 1-P, 1-Q, 2-R, 3-S, 2-T, 2-U, 1-V, 1-W, 1-X, 1-Y, 1-Z, 1-&, 1-?, 1-!, 2 quotes, 2 periods. Letters, 55

Lower case: 5-a, 2-b, 3-c, 2-d, 7-e, 2-f, 2-g, 3-h, 4-i, 1-j, 2-k, 3-l, 3-m, 4-n, 4-o, 3-p, 1-q, 4-r, 4-s, 4-t, 2-u, 1-v, 2-w, 1-x, 1-y, 1-z. Letters, 71

FIGURES: 2 each 1-0, 2 each $ and c, 1 period, 1 fraction bar. Figures, 26

Complete Font, 152

DISTRIBUTION OF LETTERS AND FIGURES IN BOTH 4½-IN. FONT AND 6-IN. FONT:

LETTERS: 7-A, 3-B, 4-C, 3-D, 9-E, 3-F, 3-G, 3-H, 6-I, 2-J, 2-K, 6-L, 3-M, 6-N, 5-O, 4-P, 1-Q, 6-R, 6-S, 6-T, 3-U, 2-V, 2-W, 1-X, 2-Y, 1-Z, 1-&, 1-?, 1-!, 4 commas, 2 periods. Letters, 108

FIGURES: 2 each 1-0, 2 each $ and c, 1 period, 1 fraction bar. Figures, 26

Complete Font, 134

DISTRIBUTION OF FIGURES IN 9-IN. FONT:

FIGURES: 2 each 1-0, 2 each $, c, and period. Figures, 26

The illustration b... shows a complete 233 character font of 2-inch Kabel mounted on 3 corrugated boards. They are easy to use.

Briar Grain Leatherette Covered

Mitten's Display Panels

Colors: Black, Blue, Red

Size	Each	Size	Each
3"x 5"	$0.20	18"x27"	$1.35
7"x11"	.45	20"x30"	1.65
10"x15"	.65	24"x36"	1.95
12"x18"	.85	28"x44"	2.45
14"x21"	1.05		

Panels made to order in Green or Maroon.

NEW!!! MITTEN'S DISPLAY LETTERS

1½-inch "Tempo" Pin Letters • 3 sizes "Track Letters" • Sanded Back Pinless Letters

Size & Type of Font	Price of Complete Font	Price for Letters Only	Price for Figures Only	Price per Letter or Figure
1½-in. TEMPO Pin Letters	233 Characters **$6.45**	182 Letters **$5.00**	51 Figures **$1.95**	5½c
3-in. TEMPO Pin Letters	233 Characters **$12.95**	182 Letters **$10.25**	51 Figures **$3.25**	8c

MITTENS TRACK LETTERS & TRACK

3-in. TEMPO Track Letters	233 Characters **$14.95** Includes 6 pieces 24" track	182 Letters **$11.95** Includes 5 pieces 24" track	51 Figures **$3.75** Includes 2 pieces 24" track	10c
4½-in. KABEL Condensed Track Letters	134 Characters **$14.95** Includes 6 pieces 36" track	108 Letters **$12.25** Includes 5 pieces 36" track	26 Figures **$3.25** Includes 2 pieces 36" track	15c
6-in. KABEL Expanded Track Letters	134 Characters **$18.95** Includes 6 pieces 48" track	108 Letters **$15.45** Includes 5 pieces 48" track	26 Figures **$3.95** Includes 2 pieces 48" track	18c

Upright Track (unpainted wood) as included with fonts. Per foot....**10¢**

Angle Track (unpainted wood). Per foot.....**20¢**

SANDED BACK PINLESS LETTERS

Readily cemented to polished wood, glass or other hard surfaces where the use of pin letters is impractical.

•

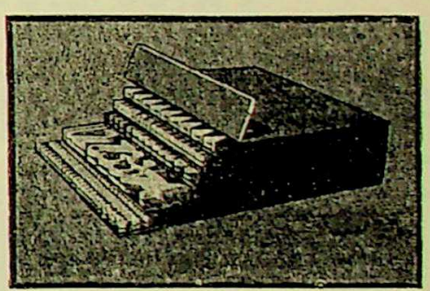
Sanded back letters in all sizes and styles as pin letters at 10 per cent additional.

SHOW CARD CABINET ASSORTMENT

No. C-5

This group embraces all the elements necessary for complete showcards. One complete font of ¾" Modern letters and figures for descriptive matter, one complete font of 2" Kabel, suitable for title line of sign and name of merchandise and a set of 4½" figures for price.

This combination of letters and figures is ideal for presenting any type of merchandise message. Also included in group are two Leatherette covered Display Panels 14" x 21" to which letters may be attached and removed at will.



No. C-5—ASSORTMENT
In Special Corrugated Letter File Cabinet

Assortment consists of—
1 font 233 characters ¾" size
1 font 233 characters 2" size
1 set 26 figures 4½" size
2 14" x 21" panels

$17.95 COMPLETE

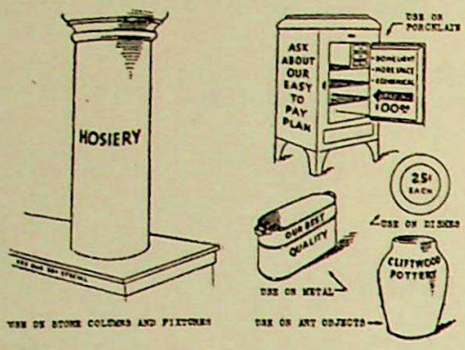
Write for Circular showing hundreds of Illustrations, Borders, Decorative Pieces, Gadgets, etc.

COMPLETE STOCK IN ST. LOUIS

SAVE FREIGHT

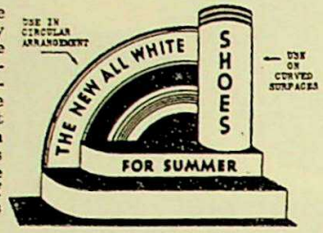
Order your Mitten's Lette Garrison-Wagne

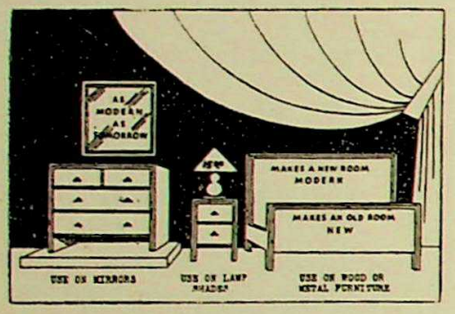
"POSTON" ALPHABETS AND NUMERALS

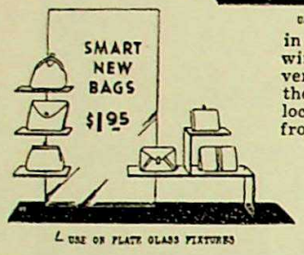


POSTON characters adhere firmly to CLEAN, flat or curved, SMOOTH surfaces, such as plain or mirrored glass, woodwork, metal, porcelain, tile, painted walls, smooth grained fabrikoid, oil cloth, etc. No attachments are necessary. You simply press them on and they stay put. They adhere by suction and are, therefore, instantly removable without the slightest damage to the finest of surfaces (see note below). They are commercially indestructible and can be used over and over again indoors and outdoors.

When you have something to say that you want people to read, you naturally prefer a location where these people are most apt to look. With POSTON characters this location can be the background of the window, fixtures




AS MODERN AS TOMORROW
MAKES A NEW ROOM MODERN
MAKES AN OLD ROOM NEW
USE ON MIRRORS
USE ON LAMP SHADES
USE ON WOOD OR METAL FURNITURE



in the window, or the window itself. If the advertisement is to be inside the store, the preferred location may be anywhere from the floor to the ceiling, columns that support the building, or the walls surrounding, interior cases, store fixtures, counters, cases, glass in the cases, mirrors back of the fountain, bar, etc. Even the truck that delivers your merchandise offers a very wonderful opportunity for the application of POSTON characters.

When ordering, specify number and height of characters, and color of Lexide.

Lexide now available in eight standard colors—Black, Silver, Gold, Red, Brown, Blue, Yellow and White.

PRICE LIST

EXOTIC SERIES

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&$¢

The EXOTIC is a modern letter whose characteristic lines are especially adapted to the stylish and fashionable types of merchandise without sacrificing legibility.

	Characters in Font	Height 1-in.	2-in.	3-in.
Lexide	80	$1.25	$2.00	$ 3.00
Lexide	160	2.00	3.50	5.50
Lexide	240	2.75	5.00	7.50
Cork Natural	80	....	2.50	4.00
Cork Natural	160	....	4.50	7.50
Cork Natural	240	....	6.50	10.75
Miscellaneous Letters—				
Lexide, per 100 characters		$1.50	$3.00	$ 5.00
Cork, per 100 characters		....	4.75	8.75

NUMERALS

BOLFACE—This numeral because of its size and legibility commands attention and puts across its message instantly.

1234567890$.¢

	3½-in.	8½-in.
Lexide. Per 100	$5.50	$27.50

NATIONAL—A dignified numeral of modern and stylish design. Not heavy as the BOLFACE, yet very legible.

234567890$.¢

	2½-in.	3¾-in.	5-in.	7-in.
Per 100	$3.50	$6.00	$10.00	$17.50

WRITE FOR FREE SAMPLE LETTERS

An 80-Character Font consists of:

4 Each: A-E-I (or numeral 1)-O (or numeral 0)-S-Period;

3 Each: D-L-N-R-T-Comma;
2 Each: B-C-F-G-H-M-P-U-W;

1 Each: J-K-Q-V-X-Y-Z-2-3-4-5-6-7-8-9-?-&-!-¢-$.

A 160-Character Font consists of two 80-character Fonts.

A 240-Character Font consists of three 80-character Fonts.

POSTON CHARACTERS are available in either Cork or Lexide.

Cork characters come 3/16-inch thick in natural finish.

Lexide is a thick flexible Latex product that comes in eight colors—**BLACK, SILVER, GOLD, RED, BROWN, BLUE, YELLOW OR WHITE.** Very rich in appearance and extremely durable.

STYLES OF LETTERS AND PRICE LIST
NATIONAL SERIES

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&.?!
1234567890$¢

The NATIONAL is a clean cut letter with modern lines, well suited for display advertising where style and legibility are required.

	Characters in Font	Height 1¼-in.	2½-in.	3¾-in.	5-in.	7-in.
Lexide	80	$1.40	$2.50	$ 4.25	$ 6.50	.....
Lexide	160	2.25	4.50	7.25	11.00	.....
Lexide	240	3.00	6.00	10.00	15.00	.....
Cork Natural	80	....	3.50	5.75	9.00	.....
Cork Natural	160	....	6.00	9.25	15.00	.....
Cork Natural	240	....	8.50	14.50	20.00	.....
Miscellaneous Letters—						
Lexide, per 100 characters		$2.00	$3.50	$ 6.00	$10.00	$17.50
Cork, per 100 characters		....	4.25	10.00	15.00	25.00

FUTURA SERIES

ABCDEFGHIJKLMN
OPQRSTUVWXYZ?!
1234567890$¢

The FUTURA Alphabet is especially suited to display advertising messages where exceptional legibility is essential.

	Characters in Font	Height 1½-in.	3-in.	5-in.	9-in.
Lexide	80	$1.50	$ 3.00	$ 6.50	.....
Lexide	160	2.50	5.50	11.00	.....
Lexide	240	3.50	7.50	15.00	.....
Cork Natural	80	2.00	4.50	9.00	.....
Cork Natural	160	3.25	8.25	15.00	.....
Cork Natural	240	4.50	11.50	20.00	.....
Miscellaneous Letters—					
Lexide, per 100 characters		$2.50	$ 5.00	$10.00	$30.00
Cork, per 100 characters		3.25	8.75	15.00	40.00

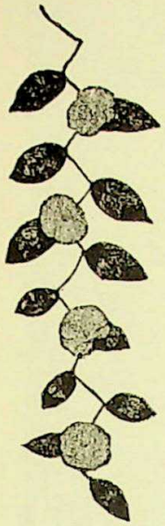
GOTHIC SERIES

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
1234567890$¢!,.

The GOTHIC (condensed) alphabet permits close and even spacing of letters and words so that copy, when used in large blocks, can be easily read.

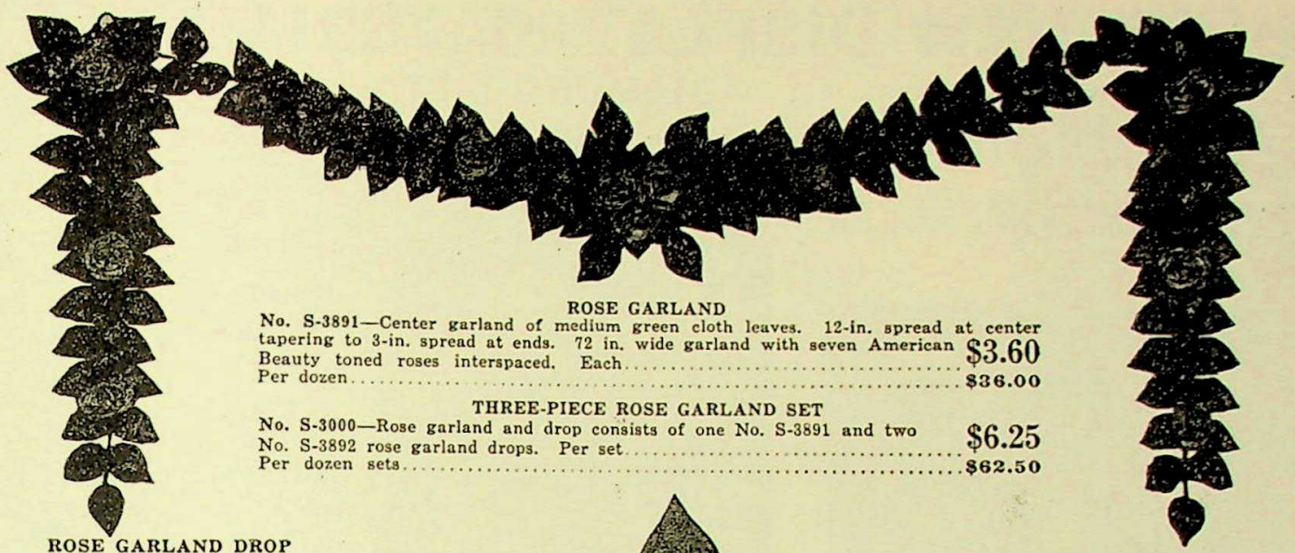
	Characters in Font	Height 1½-in.	2½-in.	1³⁄₁₆-in.
Lexide	80	$1.50	$2.50	....
Lexide	160	2.50	4.50	....
Lexide	240	3.50	6.00	$2.00
Cork	80	2.00	3.50	....
Cork	160	3.25	6.00	....
Cork	240	4.50	8.50	....
Miscellaneous Letters—				
Lexide, per 100 characters		$2.50	$3.50	$1.25
Cork, per 100 characters		3.25	4.25	....

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.



CLEMATIS VINE

No. S-3904 — Shaded pink cloth flowers with medium green cloth leaves. 36 in. long with 5-in. spread over all. Each .... **50¢**
Per dozen.....**$5.00**

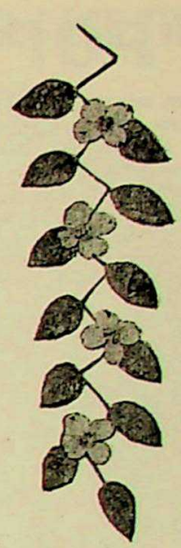


ROSE GARLAND

No. S-3891—Center garland of medium green cloth leaves. 12-in. spread at center tapering to 3-in. spread at ends. 72 in. wide garland with seven American Beauty toned roses interspaced. Each..... **$3.60**
Per dozen..... **$36.00**

THREE-PIECE ROSE GARLAND SET

No. S-3000—Rose garland and drop consists of one No. S-3891 and two No. S-3892 rose garland drops. Per set..... **$6.25**
Per dozen sets..... **$62.50**

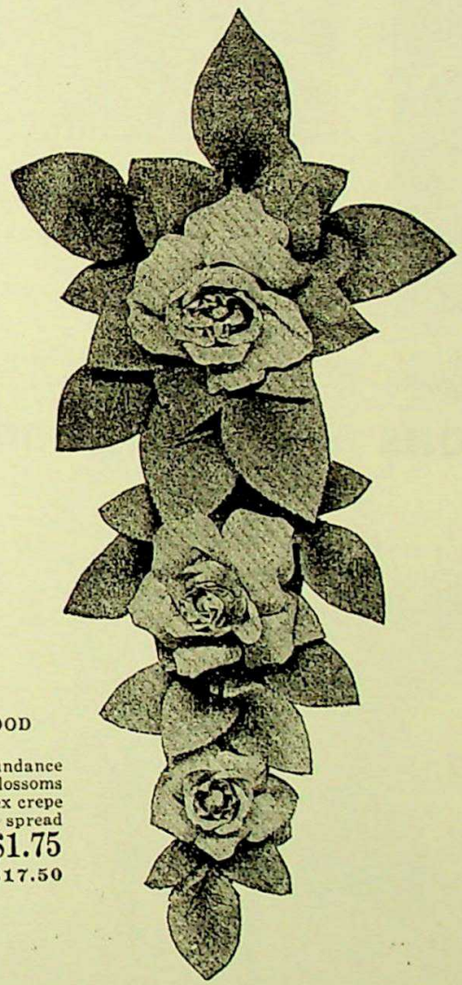


YELLOW DOGWOOD VINE

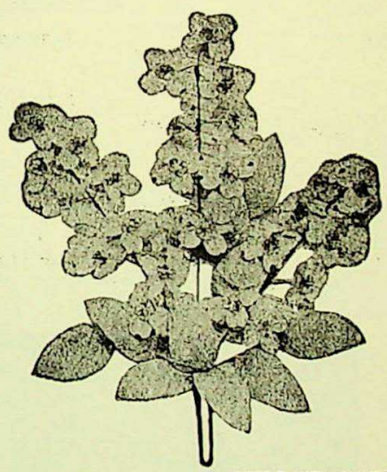
No. S-3895 — 36 in. long with 5-in. spread over all. Leaves made of heavy triplex crepe paper for trellis or frame treatment. Each. **55¢**
Per dozen.....**$5.50**

ROSE GARLAND DROP

No. S-3892—Rose garland drop made of medium green leaves matching garland. 36-in. drop with three American Beauty toned roses. 9-in. wide at top tapering to 3-in. spread at bottom. **$1.50**
Each .....
Per dozen..... **$15.00**

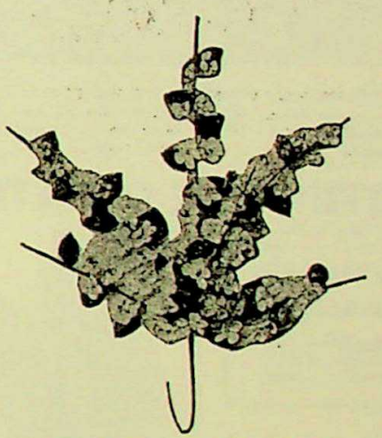


Popular Priced Smart Spring Flower Decoratives



YELLOW DOGWOOD SPRAY

No. S-3894 — An abundance of yellow dogwood blossoms with light green duplex crepe paper leaves. 28x28-in. spread over all. **$1.75**
Each .....
Per dozen.....**$17.50**



APPLE BLOSSOM SPRAY

No. S-3900—Made of two-toned white and pink duplex crepe paper blossoms with light green leaves. 24x18-in. spread over all. **$1.25**
Each .....
Per dozen..... **$12.50**

MORNING-GLORY VINE

No. S-3902 — 36 in. long with 6-in. spread over all. Giant green leaves and vari-colored morning-glories. A smart Spring decoration. **60¢**
Each .....
Per dozen.....**$6.00**

TWO-TONED IVY LEAF CREEPER

No. S-3898—Made of two-toned medium and light green cloth leaves. 18x4-in. spread over all. Smart for trellises, vases, plant boxes, etc. Each..... **$1.25**
Per dozen..... **$12.50**

GIANT PINK ROSE SPRAY

No. S-3907—60-in. drop. Tapered shape, 30-in. spread at top to 6-in. spread at bottom. Leaves made of heavy triplex crepe paper. An unusually attractive post or background decoration. **$5.00**
Each .....
Per dozen..... **$50.00**

LAUREL LEAF DROP

No. S-3890—72-in. drop. Made of light green heavy duplex crepe paper leaves. Tapered from 12-in. spread at top to 3-in. spread at bottom. Beautiful for aisle, post or window background. **$1.95**
Each .....
Per dozen..... **$19.50**

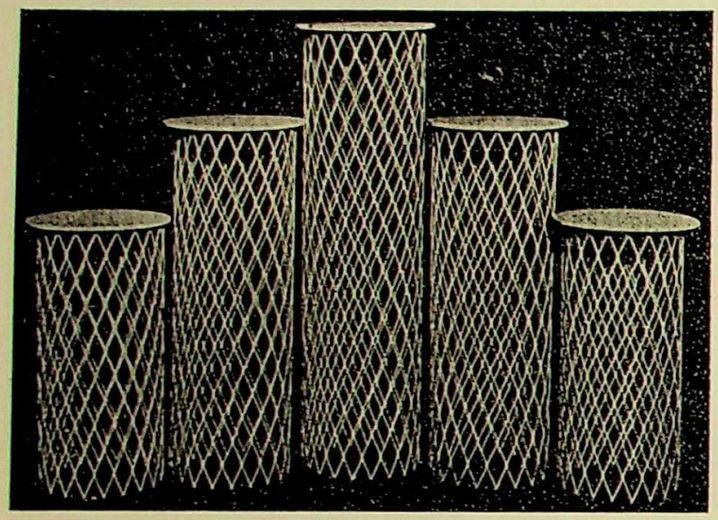
A POPULAR NEW DISPLAY MATERIAL —DIAMOND METAL MESH

The newest idea for tube displayers, plateaus, background screens and post trims.

A flat metal mesh approximately ⅛ inch wide. Each diamond is 1½ inches wide by 2¾ inches long. Lacquer finished in white.

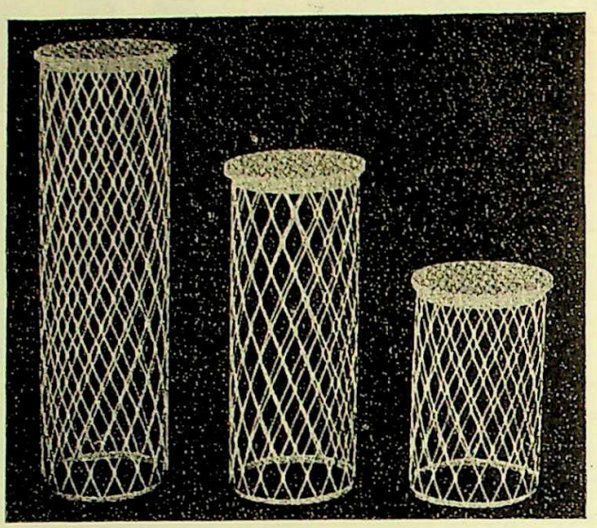
May be cut into narrow widths to be used as mouldings, as it cuts and bends easily. When made into tubes will support weight of 100 pounds.

In sheets 3 ft. x 8 ft. and 4 ft. x 8 ft.



5-PIECE DIAMOND METAL MESH TUBE DISPLAYER

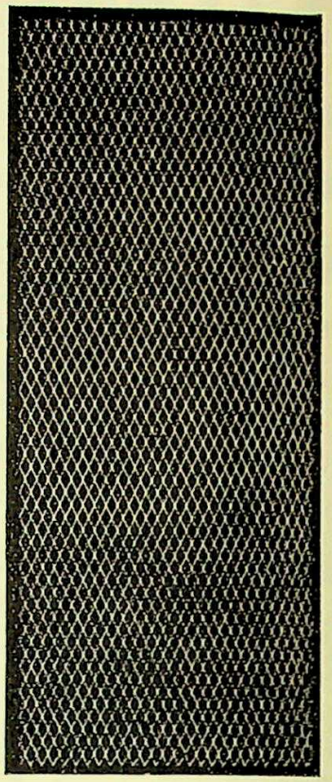
No. GS-65—Tubes 7¼ in. in diameter with 8-in. wallboard disc top. Set consists of 1 tube 30 in. high, 2 tubes 24 in. high and 2 tubes 18 in. high. Finished in white (1½-in. mesh). Per set of 5..... **$6.00**



MESH METAL DISPLAYERS

No. GS-66—Made of 1½-in. mesh metal cylinders with unattached ⅜-in. wood tops finished in white. Cylinders are 8 in. in diameter reinforced with metal edging at top and bottom. Very rigid in construction.

12-in. cylinder with wood top	$2.50
18-in. cylinder with wood top	2.75
24-in. cylinder with wood top	3.00
Complete set	$8.25



DIAMOND MESH METAL SHEETS

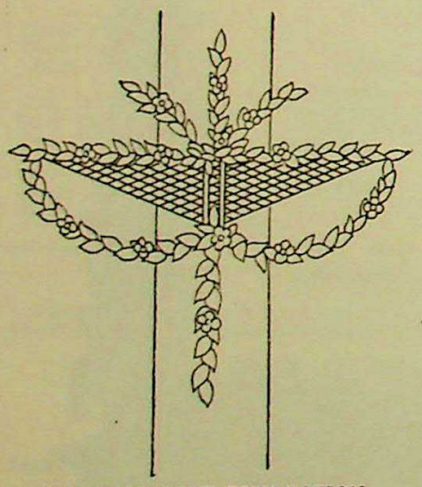
Come in 1½-in. and ¾-in. mesh. Unfinished or finished in white. Can be cut easily with tin snips.

		Unfinished	Finished
1½-in.—3-ft. x 8-ft. sheet.	Each	$2.50	$3.50
1½-in.—4-ft. x 8-ft. sheet.	Each	3.25	4.25
¾-in.—3-ft. x 8-ft. sheet.	Each	3.50	4.50
¾-in.—4-ft. x 8-ft. sheet.	Each	4.50	5.50

(Less than 3 sheets, 75c packing charge. Special colors other than white, 75c additional per sheet.)

SMART WHITE WIRE CREATIONS for THE INTERIOR

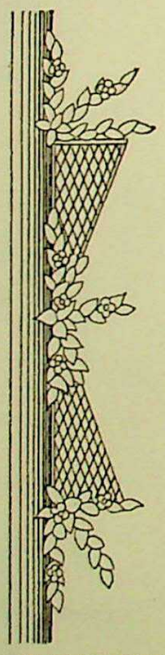
Exclusive Designs for Windows and Interiors to Your Special Order on Request



WALL OR POST DECORATION

No. PK-626—Post decoration of white Diamond Mesh with supporting bracket of wood. Size 36 in. high by 36 in. wide overall, white mesh 30 in. wide by 6½ in. high.

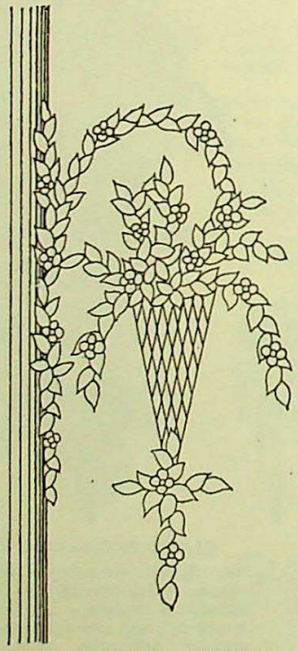
	Each	Dozen
Bracket	$2.25	$22.50
Foliage	2.10	21.00
Complete Unit	$4.35	$43.50



SPRING POST DECORATION

No. PG-628—Post decoration of white Diamond Mesh with supporting bracket of wood. Size 24 in. wide by 72 in. high overall, white mesh 15 in. wide by 60 in. high.

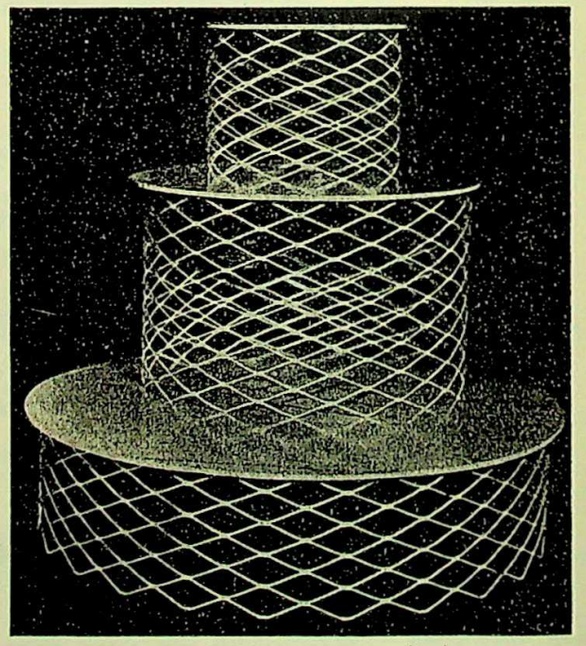
	Each	Dozen
Bracket	$2.25	$22.50
Foliage, 1 side	2.10	21.00
Complete Unit	$4.35	$43.50



BASKET POST HANGER

No. PG-629—Double-faced, made of white Diamond Mesh with supporting bracket of wood. Size 51 in. high by 30 in. wide overall, basket 36. in. high by 15 in. at top.

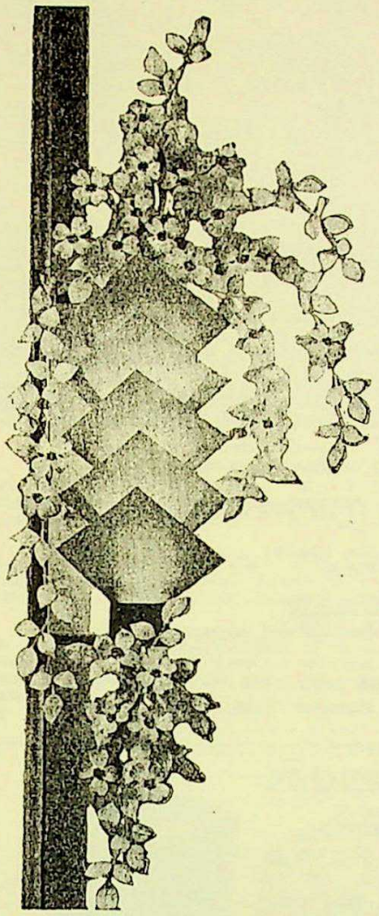
	Each	Dozen
Basket	$1.25	$12.50
Foliage	4.50	45.00
Complete Unit	$5.75	$57.50



3-PIECE DIAMOND METAL MESH TUBE DISPLAYER

No. GS-64—Contains 1 tube 24 in. in diameter and 6½ in. high, 1 tube 16 in. in diameter and 10½ in. high and 1 tube 10 in. in diameter and 7½ in. high, wallboard disc tops (1½-in. mesh). Per set of 3..... **$5.25**

THIS SEASON'S SMARTEST FLOWER UNITS FOR POST, WALL, BACKGROUND, LEDGE AND CASE TRIMS

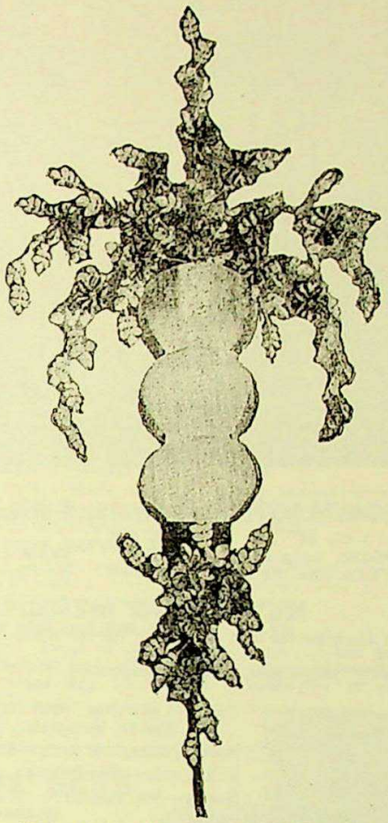


Electrically Lighted Double Faced Post Unit

Overall size 34 in. wide x 6½ ft. top to bottom. Light bracket 16 in. wide x 36 in. high made of wood, double-faced with five 10x10-in. Frosto Glassine squares on each side. Wired with 2 light connections and 6 ft. of cord. Frosto Glassine available in white, orchid and light green. The foliage is green with pink dogwood.

	Each	Dozen
No. PG-16-A—Bracket and 10 Frosto Glassine Squares	$4.75	$47.50
No. PG-16-B—Foliage. 1 set	4.85	48.50
No. PG-16 — Complete Unit	$9.60	$96.00
Top Foliage. Per dozen		$31.50
Bottom Foliage. Per dozen		10.00
Side Foliage. Per dozen		7.00

We do not furnish light bulbs.



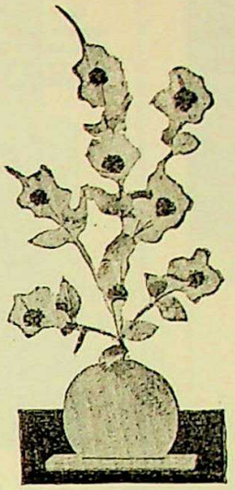
Electrically Lighted Post, Wall or Background Unit

Overall size 3 ft. wide x 6 ft. tall. Light bracket 12 in. wide x 30 in. high, made of wood with composition board back. Slotted to hold three 12-in. Frosto Glassine discs. Discs available in white, orchid and light green. The foliage is green with pink flowers.

	Each	Dozen
No. PG-17-A—Bracket with Discs	$2.85	$28.50
No. PG-17-B—Foliage	3.95	39.50
No. PG-17—Complete Unit	$6.80	$68.00

We do not furnish light bulbs.

Write Garrison-Wagner Company for any merchandise display fixture or display material you require and we will furnish the product or information where you can get it.



DOGWOOD SPRAY

Size overall 29 in. x 20 in. Base of wood 10 in. high painted white. Dogwood white tinted in yellow with silk wrapped stem.

No. FG-115-A — Dogwood Spray. Each $1.90

No. FG-115-B— Base. Each.... $1.10

No. FG-115—Complete Unit. Each $3.00

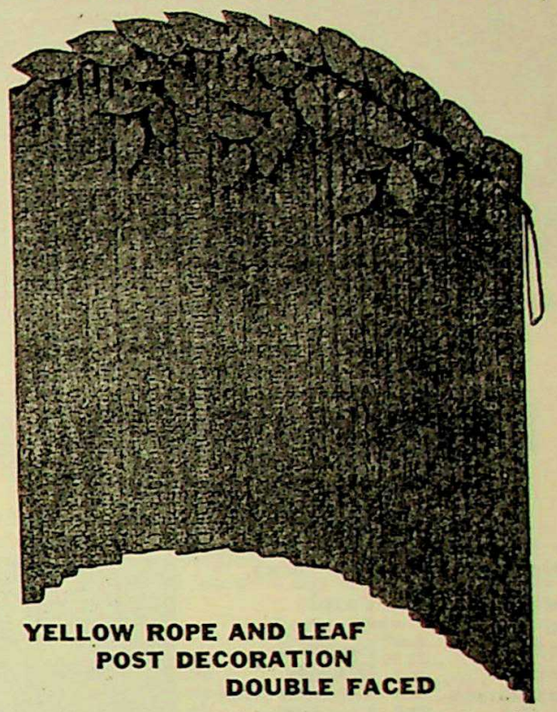
TRILLION SPRAY

Overall size 39 in. x 20 in. The pale yellow flowers are tinted in peach and light green. The spray is 29 in. x 20 in. in size. The vase is of white composition plaster 10 in. tall.

No. FG-106-A — Trillion Spray. Each $1.90

No. FG-106-B— Base. Each.... $2.50

No. FG-106—Complete Unit. Each $4.40



YELLOW ROPE AND LEAF POST DECORATION DOUBLE FACED

No. S-3889—This effective double-faced post decoration consists of yellow wood fiber roping and light green triplex paper leaves. It is 36 in. wide with a drop of 36 in. Easily attached. Each $2.25
Per dozen $22.50

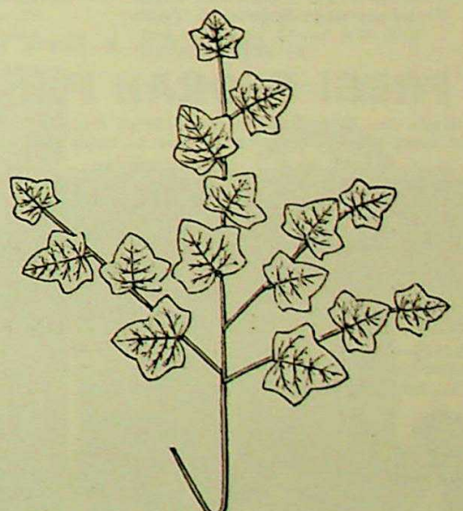
WOOD FIBER ROPING

11/16-inch—60 yards to the bolt

Red or Green. Per bolt..... 21¢
Blue. Per bolt..... 30¢
White. Per bolt..... 45¢
Purple, Gold, Yellow, Black, Pink or Orange. Per bolt.... 40¢

GREEN IVY LEAF VINE

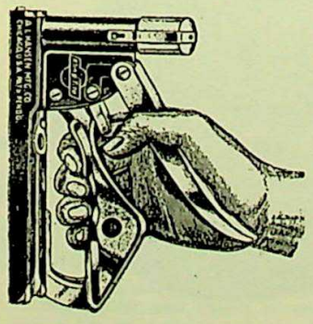
No. S-6054—36-in. vine, 5½-in. spread. Made of 3x3½-in. Ivy leaves on flexible wire stem. Has 13 veined paper leaves. Each .... 10¢
Dozen ... $ 1.00
Gross 10.00



GREEN IVY LEAF SPRAY

No. S-6059—14x22 in. overall spread including stem. Ivy leaf spray with 15 veined paper leaves 3x3½ in. to 2x2 in. graduated sizes. Each..... 10¢
Dozen..... $1.00 Gross..... $10.00

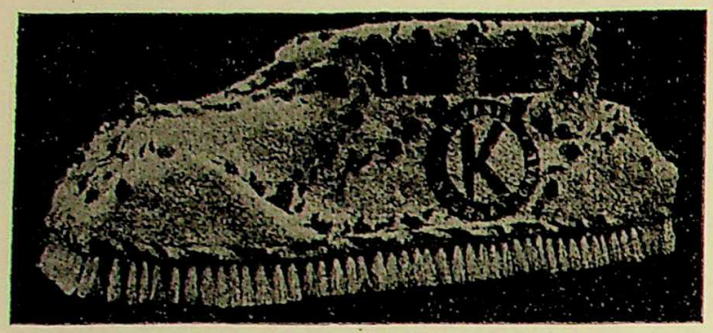
KLING-TITE AUTOMATIC TACKER



Whenever tacking or stapling is done on any sort of papers, corrugated or fabric, whether it be to background panels, walls, etc., this automatic tacker does a more efficient and better job with greater ease.

It operates with one hand and leaves the other hand free to hold the material, a great feature for the display man. Press the handle and the tack shoots through the material and into the wood, panel or wallboard with a zip. Kling-Tite tacks come in strip form and are easily inserted in the tacker.

The King-Tite drives a two-pointed tackpoint with a shank about the size of an ordinary pin—a shank of equal diameter down to its point. When removed, this tackpoint leaves the surface unmarred. Price each, complete with box of 5000 tacks.. $8.00
Price per box of 5000 tacks..... $2.00

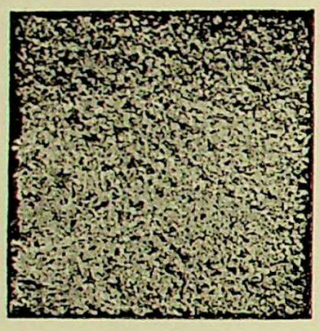


112—Decorated car suggestion suitable for any organization or business firm.

BEAUTY FLORAL PARADE SHEETING

By far the most beautiful floral sheeting on the market today.

White	Purple
Red	Cherry
Pink	Brown
Black	Orange
Grass Green	National Blue
Nile Green	Light Blue
Yellow	Gold
Lavender	



Any color. Per square yard..... **70¢ EACH**

How to Use Beauty Sheeting

Pin six squares of Beauty Sheeting together in two rows and place over top of car with seams all running toward the rear. Pin two square yards of Beauty Sheeting together and place over hood of car. Place another Beauty Sheet next to it and pin with Giant Decorating Pins. Continue until car is covered and then stretch special decorating wire over the Beauty Sheeting. The wire will not show. Then add flowers and vines on car.

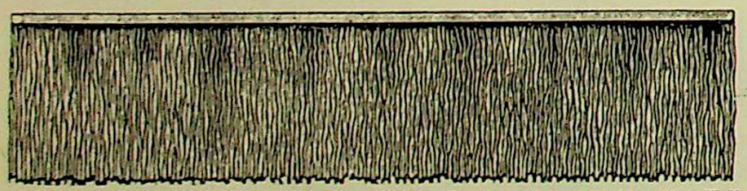
Approximate Amount of Sheeting Required to Cover Your Car as Follows:

Two-Passenger Coupe—25 Yards	Seven-Passenger Sedan—38 Yards
Five-Passenger Sedan—31 Yards	Roadster—15 Yards

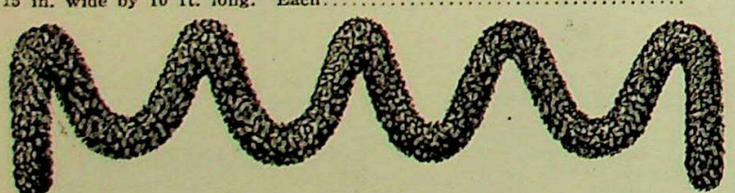
Shipped F. O. B. Illinois Factory.

FREE! FLORAL PARADE BOOK

Write for New Edition free Floral Parade Book illustrating 21 Float Ideas and complete instructions on how to build them.



GF-1000—Fringe. Just the thing for edging floats and cars. Also for Hall decorating. Can be had in same colors as Beauty Sheeting. 15 in. wide by 10 ft. long. Each..... **70¢**

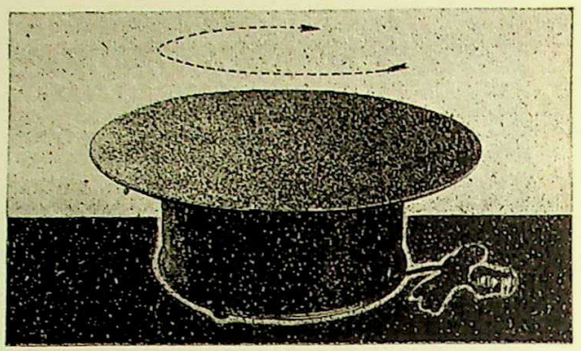


No. GS-923—Moss Paper Festooning. Inexpensive and effective way to decorate Halls, Stores and for trimming floats and cars. Can be had in same colors as Beauty Sheeting. About 30 feet to roll. Per roll, **30¢**; Dozen rolls, **$3.00**

MOTION SELLS MORE GOODS

SHOWMASTER (Standard Model) TURNTABLE

Can be used by itself to display any kind of merchandise, or a superstructure can be added to create new effects. A permanently useful, adaptable display unit for any store. There are no motors, brushes, gears or belts. Silent in operation. Nothing that is likely to get out of order or need attention. Just plug it in and it starts; pull the plug and it stops. Cost of operation is from half a cent to a cent a day, depending on local rates.



Construction: All metal. Ball-bearing movement.

Dimensions: Base, 12 inches in diameter; overall height, 7 inches; disc, 18 inches in diameter.

Finish: Black Crystallized.

Weight: 19 pounds, packed for shipping.

Current: 110 volts, 60 cycles, A. C. Special resistor plug can be supplied for D. C. operation, 75c each.

Carrying Capacity: 150 pounds, evenly distributed.

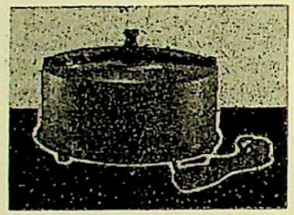
Revolutions: 4 to 7 per minute, clockwise.

SHOWMASTER (Standard Model) TURNTABLE

Base Mechanism with 18" dia. Table—No. SM-260, complete..... **$15.25**
Base Mechanism only—No. SM-201.... **11.75**
Table only—No. SM-202..... **$3.50**
Spider—No. SM-255..... **.75**

REVOLVING MERCHANDISER

Similar to the Showmaster but of lighter construction. Dimensions and current specifications the same.
Carrying Capacity: 50 pounds, evenly distributed.



PRICE LIST

Base Mechanism with 18 in. diameter Table—No. RM-35, complete	**$10.50**
Base Mechanism only—No. RM-1	**7.00**
Table only—No. RM-34	**3.50**
Spider—No. RM-20	**.75**

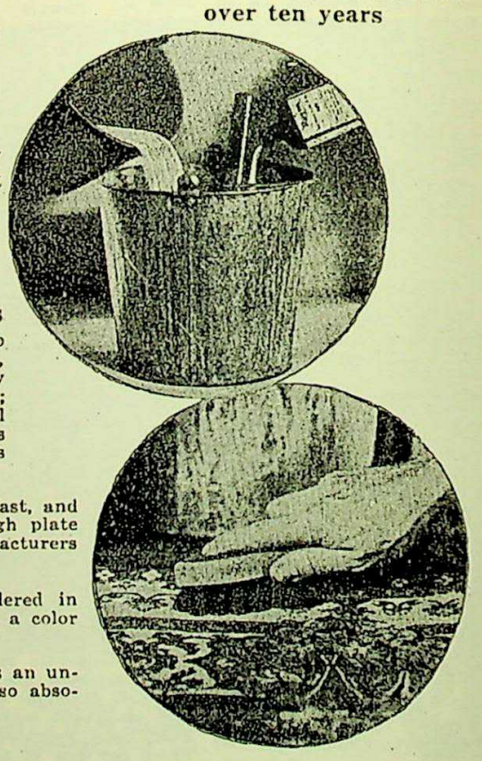
SPIDER

Can be supplied instead of disc top to carry a special table or superstructure.

All Prices F. O. B. New York or Chicago

Nu-Rug Dye

A prime favorite with Display Directors Everywhere for over ten years



NU-RUG DYE will give you apparently New Window Carpets for Only One Cent a Square Foot!

Dye your carpets tonight—
Dress your windows tomorrow

Equally effective for Velours and Drapes

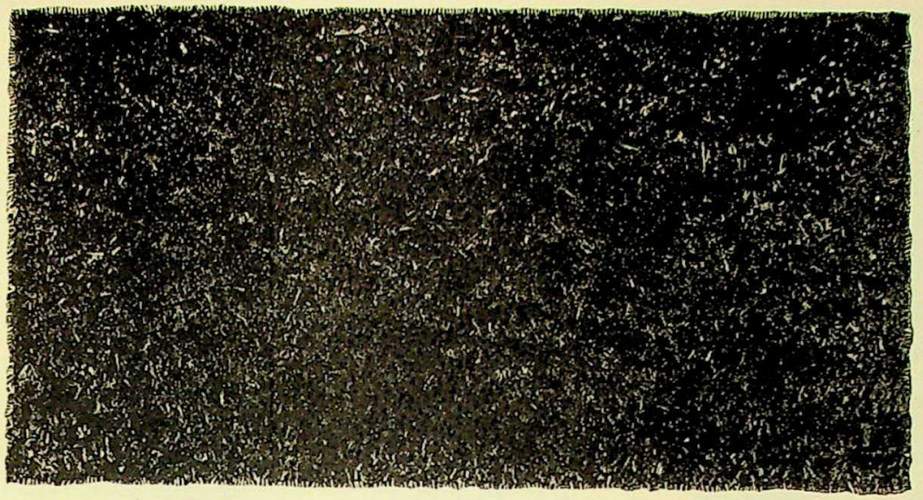
Here is a partial list of well-known users, who have found NU-RUG DYE not only easy to use, but satisfactory and economical: Jas. McCreary & Co., New York; Jordan, Marsh & Co., Boston; McCurdy & Co., Rochester; Mandel Bros. and all large stores in Chicago; The Jones Stores, Kansas City; Cromer-Cassels, Miami; The May Co., Los Angeles, and a host of others, everywhere.

NU-RUG DYE is guaranteed Wash-proof, Sunfast, and will not walk off. It will not sunstreak through plate glass. Full satisfaction guaranteed by the manufacturers when the easy directions are followed.

Price **$3.50** a bottle, or **$36.00** when ordered in dozen lots or more. 24 standard, popular colors, a color to suit every taste, and for every purpose.

JIFFY BLACK DYE, at **$3.50** a set, produces an unusually deep, lustrous, rich Jet Black, that is also absolutely fadeless.

All prices F. O. B. Chicago Factory.



RAFFIA GRASS MATS

56 ROW CLOSELY SPACED RAFFIA MAT

No. X-397—Raffia Grass Mat. Size 3 ft. x 6 ft. Made with 56 closely spaced rows of trimmed, short grass blades firmly sewed to a base of heavy green burlap. Closely resembles a new mown lawn or golf green. The Aristocrat Grass Mat. Each..... **$2.75**

32 ROW RAFFIA MAT

No. X-398—Raffia Grass Mat. Size 3 x 6 ft. A real quality mat made with 32 rows of longer grass blades firmly sewed to a base of heavy green burlap. Dyed with a true green, fast to light color, resembling Nature's own grass. Each..... **$2.50**

TISSUE PAPER IMITATION GRASSY MATS

No. X-2041—Size approximately 18 in. x 36 in. Made of green tissue paper slashed and woven to imitate grass. Cheap and effective for window decorating and other similar uses. Inexpensive, practical, looks like real grass and can be used any place that a grass-like effect is desired. Each..... **15¢**
Per dozen..... **$1.50**

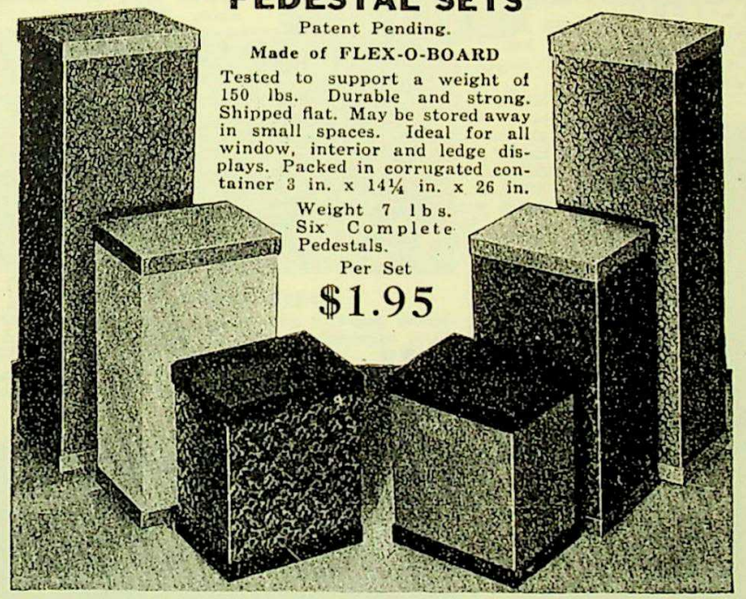
PEDESTAL SETS

Patent Pending.

Made of FLEX-O-BOARD

Tested to support a weight of 150 lbs. Durable and strong. Shipped flat. May be stored away in small spaces. Ideal for all window, interior and ledge displays. Packed in corrugated container 3 in. x 14¼ in. x 26 in.

Weight 7 lbs.
Six Complete Pedestals.
Per Set
$1.95



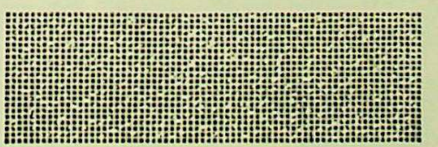
One design or color to a set: 2 each 10 in. high 8 in. x 6 in.
2 each 16 in. high 8 in. x 6 in.
2 each 26 in. high 8 in. x 6 in.

No inside supports or fillers are required to set up and hold Flex-O-Board Pedestals rigid. Choice of these Colors and Patterns:

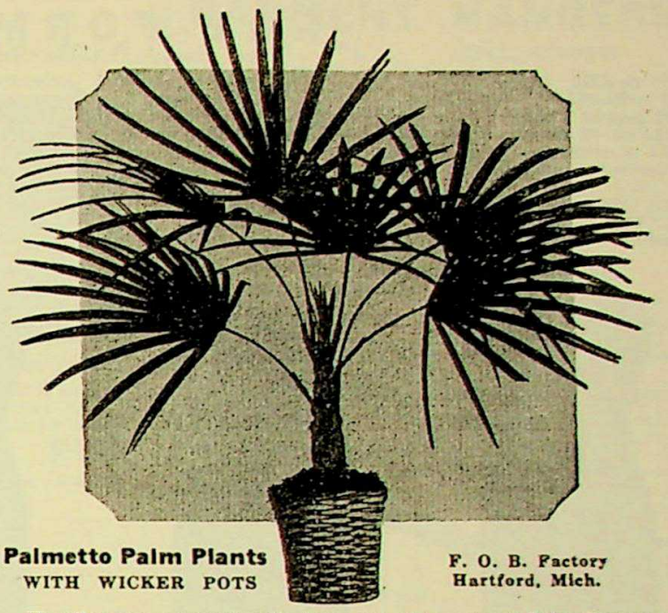
Silver and Blue	Silver and Green	Red, Linen Finish
Silver and Red	Silver, Linen Finish	Green, Linen Finish

All with silver covered removable top and bottom caps.

½ size illustration of pattern of the Silver and Green covering.



Actual size illustration of pattern of linen finish covering.



Palmetto Palm Plants
WITH WICKER POTS

F. O. B. Factory
Hartford, Mich.

We offer at an exceptionally low price this natural Palm Plant in a Two-Tone Wicker Basket.

	Single Each	Lots of 2 Each	Lots of 4 or More Each
No. KG-200—24 in. high, 5 leaves	$1.50	$1.35	$1.25
No. KG-201—36 in. high, 5 leaves	1.95	1.75	1.60
No. KG-202—42 in. high, 7 leaves	2.25	2.00	1.80
No. KG-203—54 in. high, 9 leaves	3.25	3.00	2.75

Palmetto Palm Trees With Green Painted Wooden Tubs

Leaves come detached, but may easily be inserted in metal holders hidden in the heavy trunk fibre.

	Single Each	Lots of 2 Each
No. KG-101— 7 ft., 12 leaves	$4.75	$4.50
No. KG-102— 8 ft., 15 leaves	5.75	5.50
No. KG-103—10 ft., 18 leaves	6.75	6.25

Giant Rib Roll or Coramold Display Tube Set

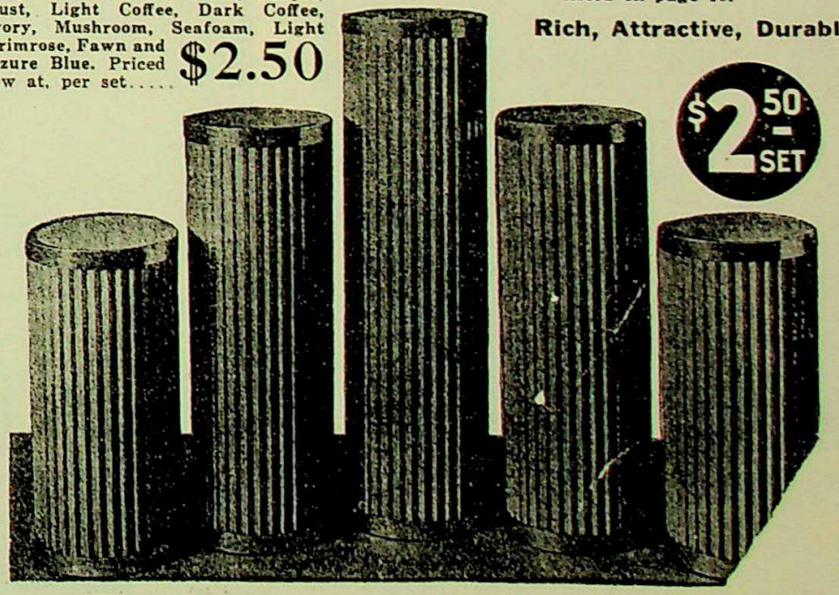
An inexpensive set that will enhance the beauty of your merchandise. This heavy duty corrugated paper material is very flexible, highly tinted in brilliant colors and can be painted many times with water colors, lacquers, bronzes and paints.

Illustrated in the set below are five tubes all 8½ in. in diameter, two 18 in., two 24 in. and one 30 in. high. Comes knocked down with ring sets. Easy to assemble. Choice of these colors:

No. CM-200—Powder Blue, Nile Green, Emerald Green, Canary, Orchid, Orange, Brown, White, Red, National Blue, Black, Purple, Rust, Light Coffee, Dark Coffee, Ivory, Mushroom, Seafoam, Light Primrose, Fawn and Azure Blue. Priced low at, per set..... $2.50

Also may be had in any of the colors of Giant Rib Roll listed on page 10.

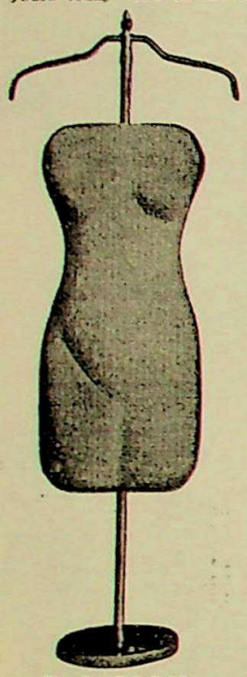
Rich, Attractive, Durable



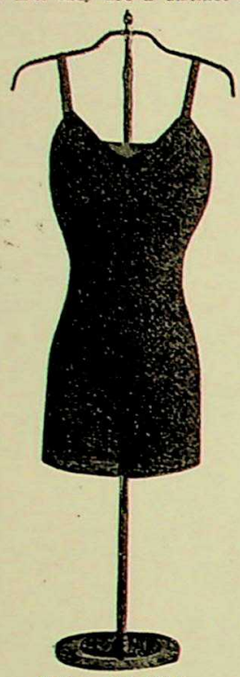
KAL-FORMS

Better Displays at Lower Costs

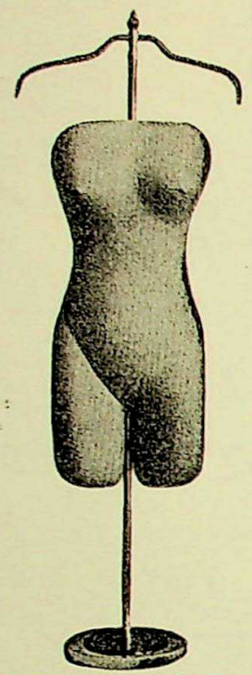
For Dresses, Coats, Blouses, Sweaters, Brassieres, Lingerie, Corselettes. Attach Kal-Forms to your stands. See the difference in your displays. Attach to your stand and they are ready for immediate use. This new display attachment is designed on scientific mechanical principles to withstand the maximum usage. It is rigidly constructed of a woven material and covered with beige jersey. Permanently sealed to a durable steel frame, with a steel cross channel plate welded to it, clamping firmly with thumb screws to the T stand upright. Order yours today—and be convinced that they are a distinct contribution to better merchandising.



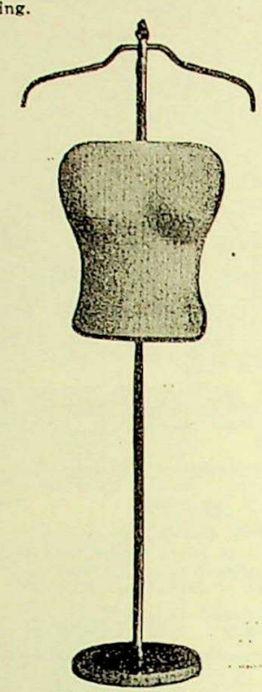
KAL-FORM
For displaying Dresses, Coats, Lingerie and Corselettes.
Style B. Each.. $2.50



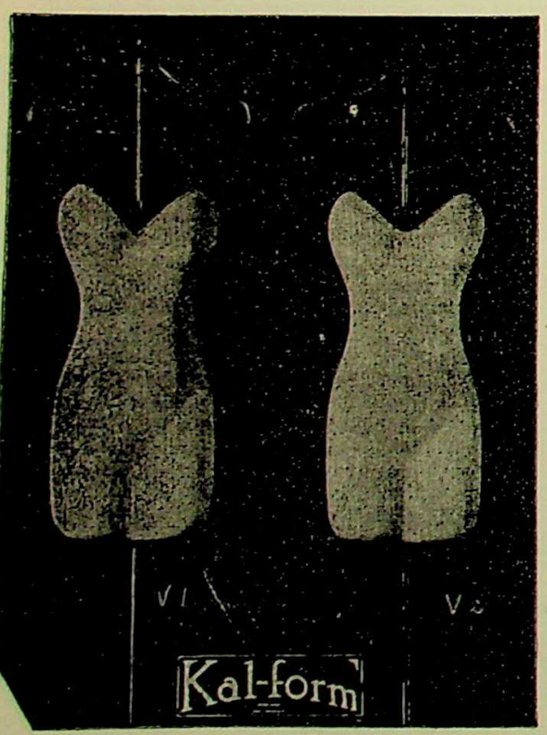
KAL-FORM
For displaying Bathing Suits. Put Life Into Your Displays. More Sales—More Profits.



Made with Resilient Crotch enabling suit to be draped completely over Form.
Style C. Each.. $2.75

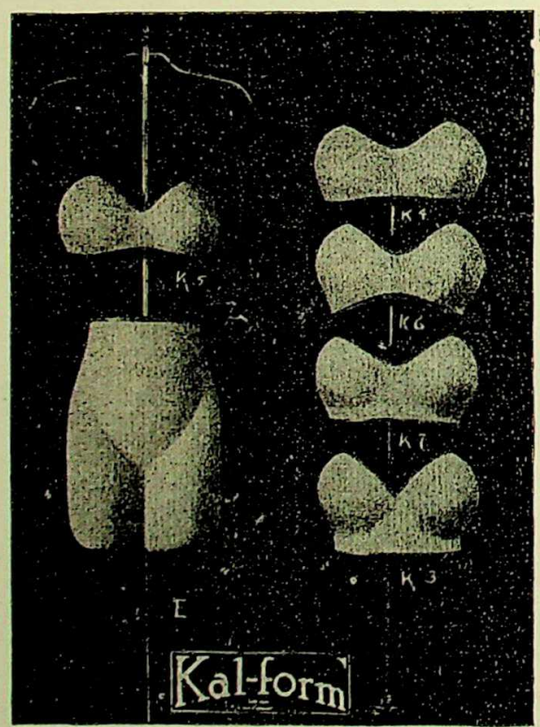


KAL-FORM
For displaying Blouses, Sweaters, Brassieres.
Style D. Each $1.75



V-1 — For displaying 's Suits. $2.75

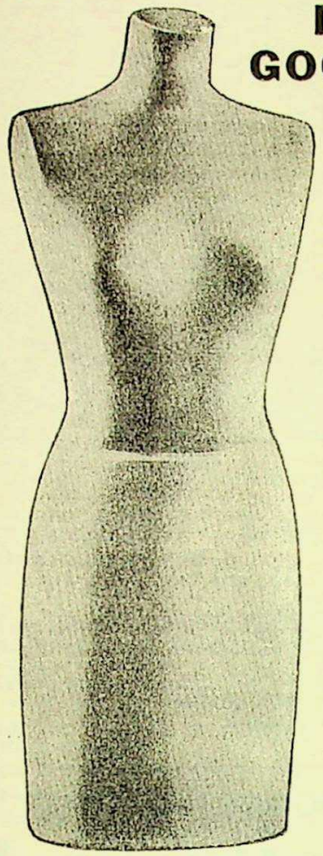
Style V-2 — For displaying Women's Suits. Each $2.75



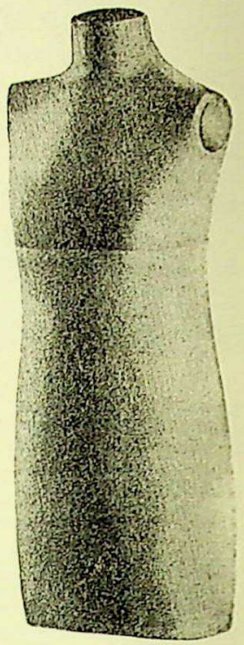
KAL-FORM
For displaying Girdles. Makes your inexpensive models look much higher priced.
Style E. Each .. $2.25

KAL-FORM
For displaying Brassieres. Custom-made to fit various types. Clips onto any T-stand (any number)
Style K. Each..... 75¢

GOOD FORM IN DISPLAY DEMANDS GOOD FORMS



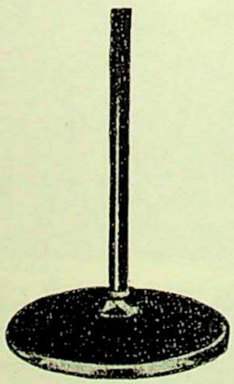
COSTUME FORM
No. FM-380—Correctly proportioned and sized for displaying the newest styles in ladies' apparel. Made of durable papier mache. Uplift bust. Washable enamel finish with jersey lower section. ⅞-in. flange. Sizes 12, 14, 16, 18 and 36. Each..... $8.00



GIRLS' FORM
No. FM-8—Washable flesh enamel bust, white jersey skirt. ⅝-in. flange.

2 year.	Each....	$5.10
4 year.	Each....	5.45
6 year.	Each....	5.80
8 year.	Each....	6.25
10 year.	Each....	6.60
12 year.	Each....	7.00

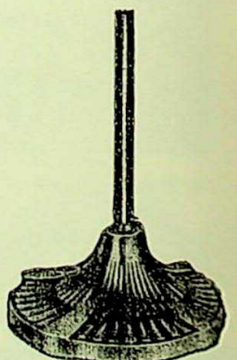
Any of these Forms on this page may be had F. O. B. St. Louis or New York.



FORM STANDS
No. MS-1665—Girls' Form Stand, 8-in. base, ⅝x30-in. standard.
Each $1.55

No. MS-1663 — Coat Form Stand, 8-in. base, ⅝x30-in. standard.
Each $1.55

Above in brushed Silvertone Finish.



FORM STANDS
No. MS-2665—Girls' Form Stand, 8-in. base, ⅝x30-in. standard. $2.10
Each .....

Above in brushed Silvertone and Black Finish.

GARMENT HANGERS . . .

Dress Hangers

No. GH-522 — A practical, light-weight hanger. Sawed flat-top, 5/16 in. in thickness, 16 in. long. Waxed finish. Inexpensive and popular. Made to sell at a low price. Per 100 ..... $1.65
Shipping weight 12 lbs. Packed 100 to carton.
Per 1000 ..... $16.00

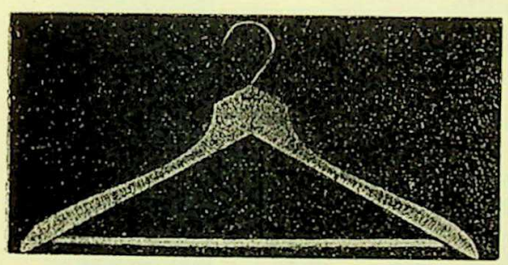
No. GH-511—A very inexpensive standard shirt-waist and dress hanger, 5/16 in. in thickness, 16 in. long. The rounded top is hand-sanded and waxed and the whole hanger well finished. Per 100 ..... $2.35
Shipping weight 11 lbs. Packed 100 to carton.
Per 1000 ..... $22.00

Dress Hanger with Rubber Tips

No. GH-511-RT—The rubber-headed tips of this hanger will keep skirt loops and shoulders of garments in position. Similar to our No. GH-511. Per 100 ..... $3.75
Shipping weight 12 lbs. Packed 100 to carton.

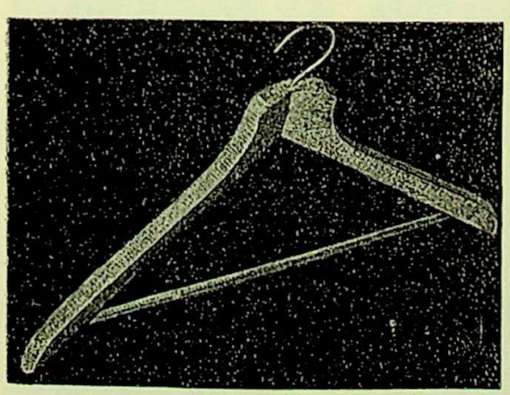
Enameled Hanger with Rubber Tips

No. GH-511-ERT—An enameled, rounded top hanger, with rubber-headed tips. Choice of white, pink or blue enamel. Per 100 ..... $5.75
Shipping weight 12 lbs. Packed 100 to carton.



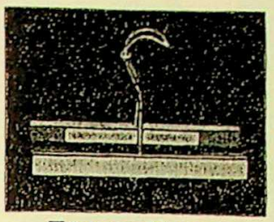
Men's Suit Hanger

No. GH-54-B—A very popular wax finished, round-top hanger with strong corrugated fastener joint. This first quality hanger is very inexpensive. Per 100 ..... $4.75
Shipping weight 32 lbs. Packed 100 to carton.



Men's Concave Suit Hanger

No. GH-1—A very high grade, genuine hardwood hanger, with concave shoulders that preserve the molded effect of the coat and hold the collar in perfect condition. The lock joint makes this extremely strong. Per 100 ..... $12.50
Shipping weight 44 lbs. Packed 100 to carton.

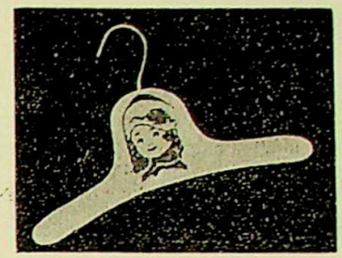


Trouser Hanger

No. GH-570-8-in.—A trouser hanger with tinned hook and locking wire which is easy to use. Felt padded so hanger cannot injure garments. Flint finish. Per 100 ..... $4.75
Shipping weight 19 lbs. Packed 100 to carton.

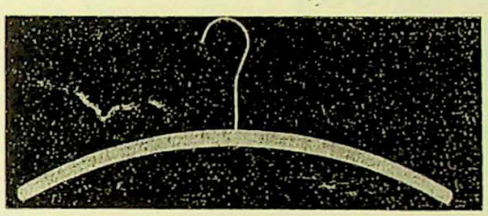
Skirt Hanger

No. GH-570-12-in.—The same as GH-570-8-in. but in longer length for skirts. Per 100 ..... $5.00
Shipping weight 19 lbs. Packed 100 to carton.



Baby Picture Hangers

No. GH-5—The standard hanger for baby's clothes. Size 12 in. Finished in pink, blue or white enamel. Per 100 ..... $8.50
Shipping weight 20 lbs. Packed 100 to carton.



LADIES' ROUND COAT HANGER

No. GH-5707—The 5/8-in. dowel of this standard round hanger is steamed and bent. A smooth, strong hanger, extra hand-sanded, with shellac finish which will not come off on the garment. Per 100 ..... $2.75
Shipping weight 20 lbs. Packed 100 to carton.
Per 1000 ..... $26.00

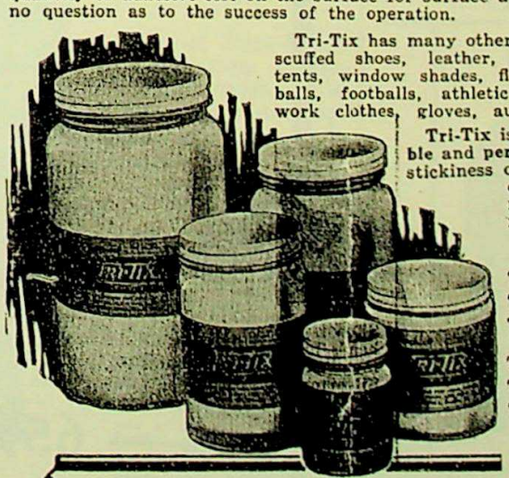
FUR COLLAR ROUND COAT HANGER

No. GH-5707-Long—This hanger is the same as our GH-5707 but with long crooked hook for fur-collared garments. Per 100 ..... $2.90
Shipping weight 20 lbs. Packed 100 to carton.
Per 1000 ..... $27.00

TRI-TIX—THE PERFECT ADHESIVE FOR DISPLAY WORK. It Sticks

It sticks on glass, wet or dry, paper, fabric, corrugated paper, cardboard, unfinished wood, wallboard, metal, cloth, painted surfaces, walls, floors, ceilings and furniture. Permanently flexible and **waterproof** and will not harden in the jar. No brush is needed to apply **Tri-Tix**—can be applied with the fingers—rubs from the fingers or hands.

The important point in the bonding of all materials is the application of an even coat of **Tri-Tix** adhesive that will **penetrate** into the fiber of the material. When an even coat of **Tri-Tix** is thus applied, with a sufficient quantity of adhesive left on the surface for surface adhesion, there will be no question as to the success of the operation.



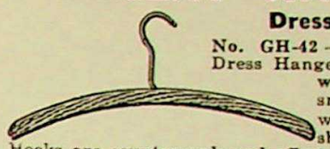
Tri-Tix has many other uses. It will repair scuffed shoes, leather, handbags, awnings, tents, window shades, flags, pennants, baseballs, footballs, athletic clothing, sweaters, work clothes, gloves, auto tops, books, etc.

Tri-Tix is **non-wrinkling, flexible and permanent.** There is no stickiness or mess. The surplus can be rubbed off material without marring or discoloring.

No.	
TT-201—2 oz.	$0.25
TT-202—5 oz.	.50
TT-203—8 oz. (half pints)	.75
TT-204—Pints	1.25
TT-205—Quarts	2.00
TT-206—Gallons, in metal pails	7.00

GARMENT HANGERS

Dress Hanger

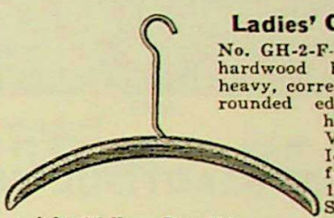


No. GH-42 — A high grade Dress Hanger. Made of hard wood finished smooth all the way down to the shoulder points. Hooks are countersunk and offset to prevent pushing in or pulling out. An unusual value at, per 100 ..... $2.65
Shipping weight 15 lbs. Packed 100 to carton.

Children's Garment Hanger

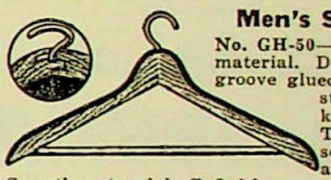
No. GH-42-12—This is the same hanger as above, made in 12-inch size for children's garments. Per 100 ..... $2.65
Shipping weight 12 lbs. Packed 100 to carton.

Ladies' Coat Hanger



No. GH-2-F—A well finished hardwood hanger, extra heavy, correctly shaped, with rounded edges and heavy hook 7 in. long. Vee Bee finish. Ideal for fur or fur collared coats. 100 to the carton. Shipping weight 35 lbs. Per 100 ..... $7.95

Men's Suit Hanger



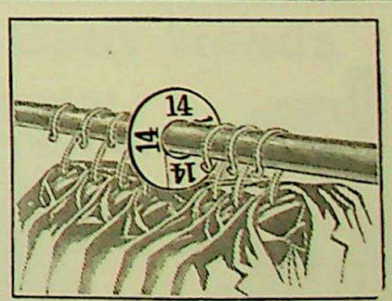
No. GH-50—Made of selected material. Double tongue and groove glued head joint (the strongest method known to art). Trouser bar is inserted and nailed at each end. Smooth natural buff finish.
Per 100 ..... $6.50
Packed 100 to carton. Shipping weight 33 lbs.

FINISH

"Vee Bee" finish. It is a satin smooth, semi-gloss finish that does not catch threads in satin, silk or other delicate fabrics or linings and which does not scratch or mar and never gets tacky.

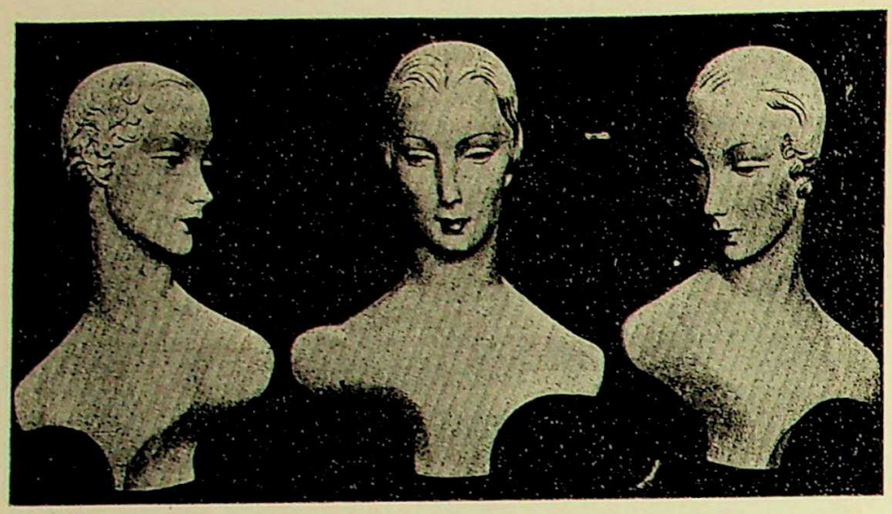
Ladies' Skirt Hanger

No. GH-11 Skirt Hanger—The last word for the perfect hanging of the latest modes in skirts. Designed scientifically to hang the skirt without sagging or wrinkling. The clips are adjusted to a 22-inch band and will take care of all other sizes from there on. Made of selected hardwood—Vee Bee finish. 17-inch. Packed 100 to the carton. Shipping weight 31 lbs.
Per 100 ..... $15.00
Broken carton 10% extra.



Celluloid Washable Rack Size D

These modern size dividers are numb sides. Easy to snap on hanger bar up to 1⅜ in. diameter. Nine size 12-14-16-18-20-38-42-44-46.
Per set .....
Per dozen .....



No. MH-187 No. MH-188 No. MH-189

THREE BEAUTIFUL SHOULDERETTES!

A smart display combination as a group or individual displayers. For blouses, sweaters, lingerie, scarfs, millinery and costume jewelry. Hair Platinum Blonde. Features natural colors. Price, each $2.50
Per set of 3 ..... $6.50

Glass Eye Millinery Heads with Permanent Human Hair Lashes

Made of
DURO WOOD PULP

7 different characters, assorted head sizes. Hair shades: Platinum white, brunette, golden blonde, Tosca brown, gold or silver.

$2.50 EACH

Millinery Display Heads

6 for $11.25 $2.10 EACH

MH-107 MH-106 MH-109

Made of plastic composition, finished in flesh tints with assorted colors of hair. Blonde, brunette, titian (auburn) and white. Each $2.10
6 for $11.25

Bases not included.

BASES FOR HEADS

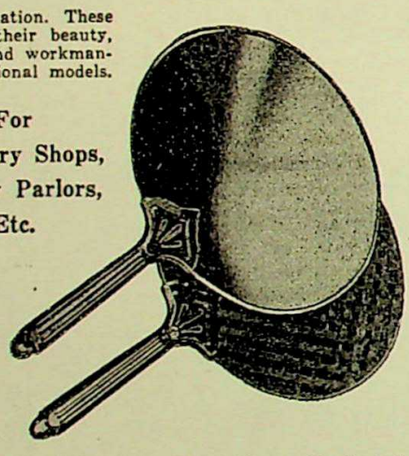
No. MH-200—Made of plastic composition. Choice of three heights—9-in., 12-in. or 15-in. Each $1.65
6 for $9.00

The New Checkerbak Mirrors

with satin striped backs have created a sensation. These new creations fill a long felt want. By their beauty, grace, smartness, utility, superior quality and workmanship, they have outmoded the more conventional models.

For Millinery Shops, Beauty Parlors, Etc.

No. CM-O—Satin striped Chrome Checkerbak design. Round. 7¾ in. in diameter. Each $1.85



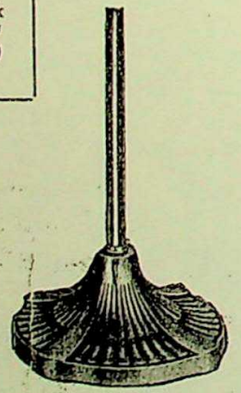
No. CM-5—Satin striped Chrome Checkerbak design. Oval. 9½x7½ in. diameter. Each $2.75

CLASP

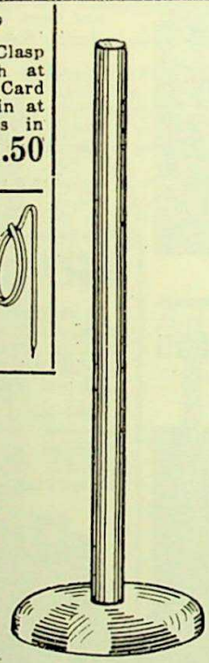
No. K-137 — Clasp without teeth at bottom. Card holder and pin at top. 1 gross in box. Gross $1.50

CARD HOLDER

No. K-201—As illustrated. Double wire coil card holder. Very useful for displaying price tickets. Packed 1 gross to box. Per gross ... 30¢

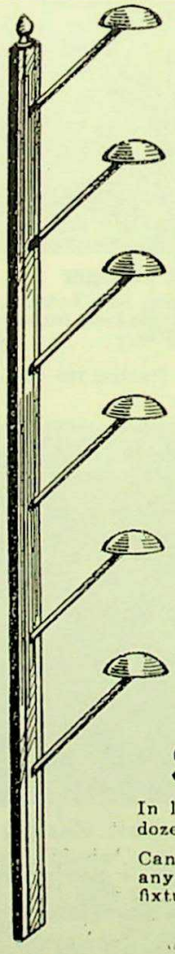


Show your millinery heads on these attractive metal supports. 6-in. base. Silvertone Finish—Choice of 24-in., 30-in. or 36-in. heights.
Style No. MS-2295 Each $1.15



Low Cost
Head Support
No. WS-73-W

Attractive, all-wood head support. Heavy 7-inch round base, 1-inch solid wood upright. Rich White Enamel finish. Choice of 24, 30 or 36-in. heights.
Each 65¢



Wall Hat Display Strip

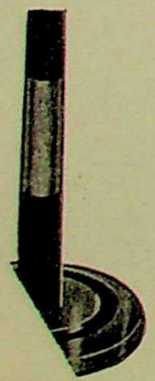
Good Looking Inexpensive Sales Producing Easy to Install

No. WR-71

Thousands in use—the country over. Adopted by large chain organizations as standard equipment for all stores. Attached to Walls, Posts or Shelving Pilasters. 72-inch height. Has six display arms with regulation hat tops. Attractive Silver Bronze finish.

Per Dozen
$15.75
In less than dozen lots. Each $1.35

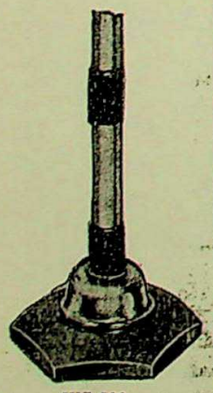
Can easily be lacquered any color to match your fixtures.



WOOD HEAD SUPPORTS

No. WS-108—Wood Support. Silver and Black. Heights: 24-in., 30-in., 36-in. Each 75c

No. WS-708—Wood Support. Silver and Black Wood with Chrome Trim. Heights: 24-in., 30-in., 36-in. Each $1.25



WS-708

No. MH-97

No. MH-93

No. MH-87

No. MH-92

No. MH-86

No. MH-94

No. MH-95

THE NEW OUTSTANDING MILLINERY DISPLAY HEADS

IN A NU DUTONE FINISH

No. MH-96

Nu DuTone Heads
Hair Shades: Blonde, Brunette, Henna and Platinum
Head Sizes 21½ to 22½ inches

Be the first in your city to display your millinery on these very latest DuTone Millinery Heads.

Modern yet life-like. Ultra smart in design and technique, at a price that will fill the needs of the most discriminating buyer. Made of Duro-Wood Composition, far superior to plaster, papier mache or any others on the market.

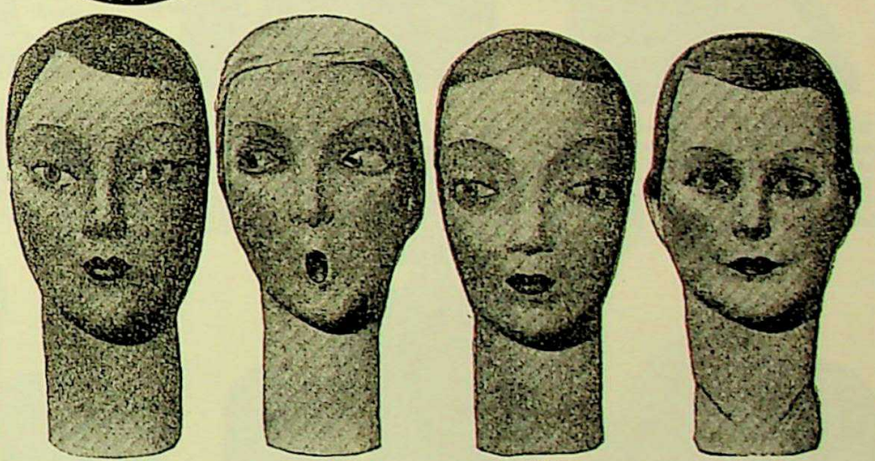
DISPLAY HEAD STANDS

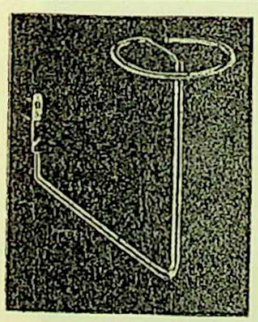
No. MH-80-D—Wood. DuTone finish. Come in three heights: 24-inch, 30-inch and 36-inch. Each..... **$1.75**
6 for..... **$9.75**

$1.75 EACH

6 for $9.75

Made of sturdy Duro-Wood composition, practically indestructible with the Nu Du Tone lacquer finish.


No. MH-81 No. MH-83 No. MH-85 No. MH-88



Millinery Display Wall Bracket

No. MR-327—This utility millinery bracket can be mounted on wall, post or shelving. Made of heavy 3/16-inch rod, finished in Silvertone. Furnished with screws.

Per Dozen
$1.30

A Junior DISPLAY HEAD of Distinction

Displays Millinery, Scarfs, Dresses, Coats

Made of Duro-Wood Composition. Artistically finished in fast colors and accurately proportioned.

JUNIOR DISPLAY HEAD

No. MH-15—Hair Shades—Blonde, Henna. Originated and modeled by one of America's leading Sculptors, with a new and more glamorous appeal. The use of this much-needed Display Head will answer a four-fold purpose and increase the effectiveness of your Window. **$24.00**
Per dozen .....
Each **$2.10**

Wood Pulp Baby Heads

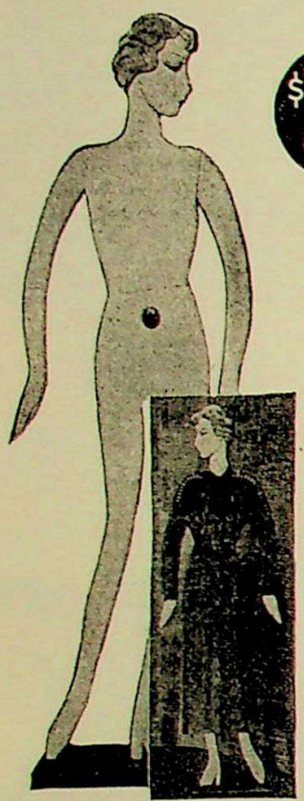
MH-9
Baby Head No. MH-9—Natural flesh finish, painted eyes. Each.. 55¢
6 for..... $3.00

MH-7
Baby Head No. MH-7—Natural flesh finish, painted eyes. Each.. 55¢
6 for..... $3.00

MH-20
Baby Head No. MH-20—Natural flesh finish, painted eyes. Each.. 95¢
6 for..... $5.25

IT'S SMART ECONOMY TO USE WOODIKINS

Woodikin is the registered trade-mark of the original patented wood sculptured mannequin. Be sure it bears the mark "Woodikins" as none are genuine without it. It is your guarantee that the product was created to enhance your merchandise. Gracefully proportioned, carved of solid hard wood beautifully finished in flesh enamel with assorted color hair.

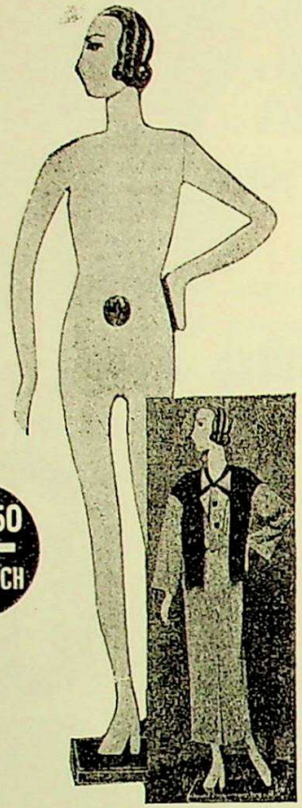


$7.50 EACH

No. SW-1800—An attention compelling Woodikin. Finished flesh color with choice of hair shades blonde, brunette or auburn. Comes in rights and lefts. Carved hands.... $7.50

$7.50 EACH

No. SW-2900—For enhancing the popular priced garment this demure Woodikin will do the job very well. Beautifully carved features artistically hand painted. Blonde, brunette or auburn hair..... $7.50

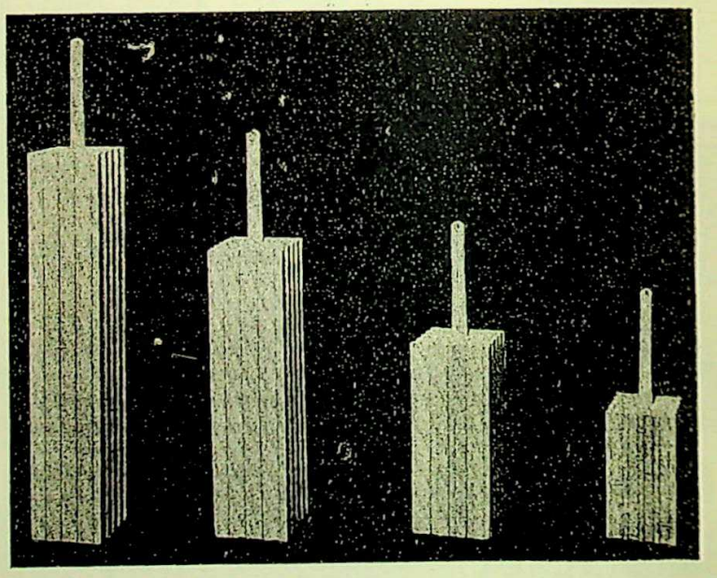


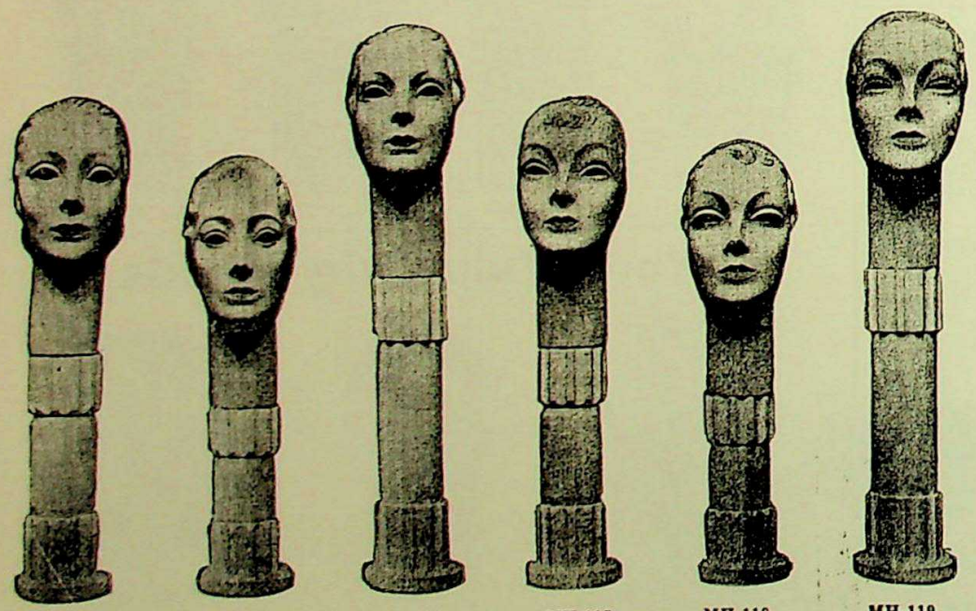
No. SW-1200—Popular Woodikin to make your dresses, coats and suits appear more charming than ever . . . enhance their individuality and multiply their style appeal. Comes in rights and lefts..... $7.50

$8.50 EACH

No. SW-2800—Three excellent Woodikins for showing popular priced garments. Enhance your merchandise and make it appear higher priced. Flesh enameled, with hair in blonde, brunette and titian colors. Each..... $8.50
Special price for set of 3..... $25.00

HERE ARE THE SMART NEW MILLINERY DISPLAY IDEAS TO BOOST YOUR SALES!





MH-114 MH-115 MH-116 MH-117 MH-118 MH-119

Choice of Chalk White Finish or Natural Flesh Finish with shaded features and hair. $2.10
Specify finish desired. Each..... $1.75
No. MH-400—Bases 9, 12 or 15 in. high. Each.....

MILLINERY BASES

The New Concave Half Round Style in Dresden White.
No. MP-375—In 9, 12 or 15 in. high. Each..... $2.10
No. MP-375—In 18 or 24 in. high. Each..... 2.25
Specify sizes desired.

PEDESTALS

Same Finish and Design as above for Display Accessories and Elevating Merchandise. 6 in. x 6 in. square in the following heights:
No. MP-350—In 9 or 12 in. high. Each..... $1.75
No. MP-350—In 18 or 24 in. high. Each..... 2.00
Specify sizes desired.

Attract Attention!

Increase Sales

These Modern, New

WOODIKINS

are winning greater favor as the ideal medium for displaying women's and children's garments. They make your dresses, coats and suits appear more charming than ever . . . enhance their individuality and multiply their style appeal. Be sure you are buying a genuine WOODIKIN. WOODIKIN is a registered trade-mark and none are genuine unless they bear this mark stamped on back.

No. SW-2400/B—With breasts as on SW-1310/J. Carved hands. Each	$8.50
No. SW-2400—Flat (no breasts). With carved hands. Each	$7.50
No. SW-1310/J—With breasts. Carved hands. Each	$9.00
No. SW-2300—With breasts as on SW-1310/J. Carved hands. Each	$9.00

No. SW-2400/B — With Breasts. Each $8.50

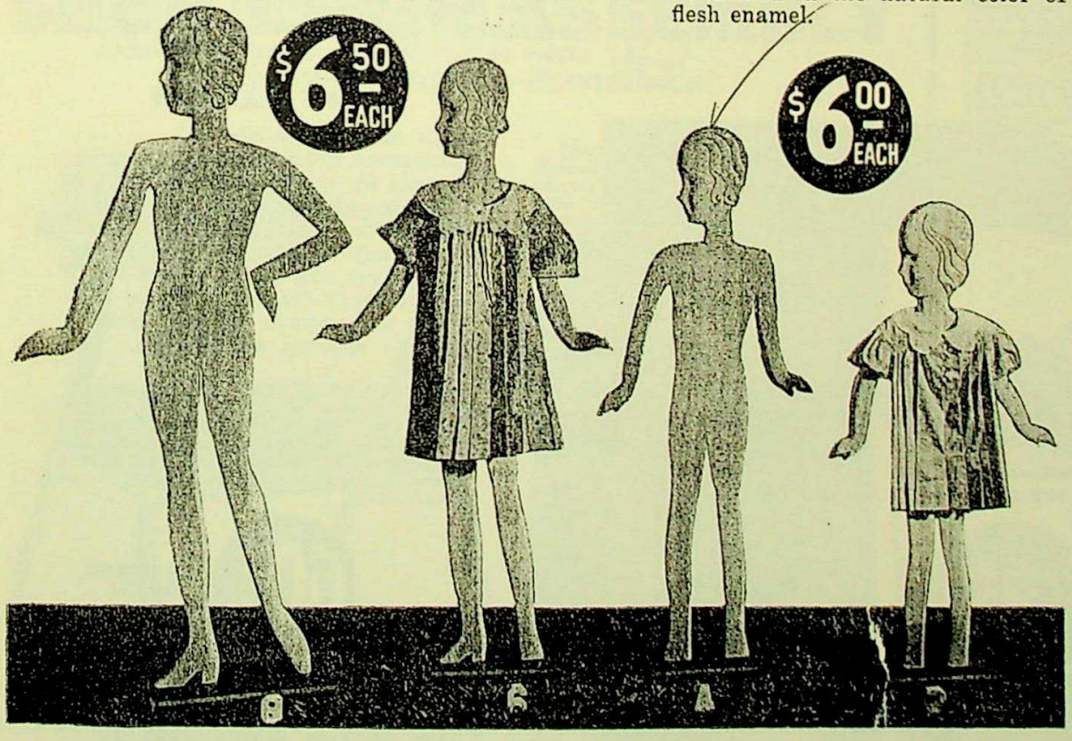
No. SW-2400 — Flat (No Breasts). Each $7.50

SW-1310/J—Each $9.00

SW-2300—Each $9.00

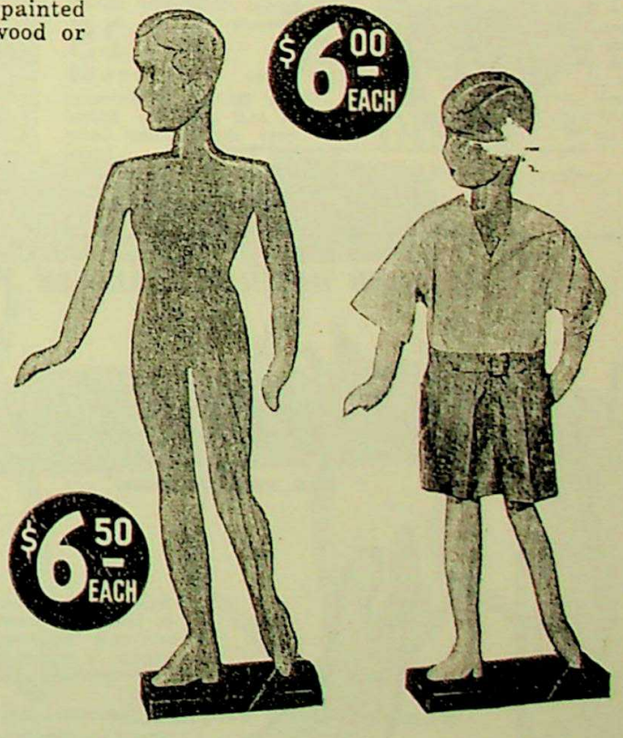
USE KIDDIKINS FOR EFFECTIVE DISPLAYS

They are beautiful for they are hand-carved, modeled correctly to size, hand-painted features. Made of solid hard wood. Finished in the natural color of the wood or flesh enamel.



No. SW-86/G for Girls' Apparel is available in the following sizes:

14 year.....$7.50 10 and 12 year.....$7.00 6 and 8 year.....$6.50 2 and 4 year.....$6.00



No. SW-86/B—Kiddikins for boys' wear. Made along the same fine lines as his sister. The same fine hand-carving and finish.

6 and 8 year.....$6.50 2 and 4 year.....$6.00

Boost Sales by Draping Your Merchandise on These Life Like

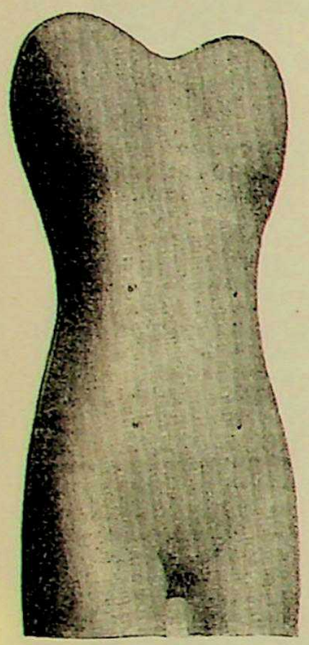
Figurettes

PATENT PENDING

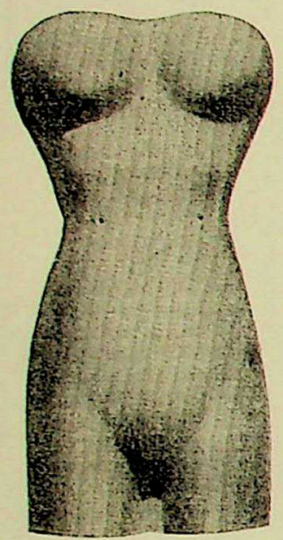
ADJUSTABLE MOLDED FORMS

The new invention that displays apparel as effectively as window forms at a fraction of their cost.

- Dressed in a jiffy.
- Does away with pinning.
- Instantly attached to your present stands.
- Durable . . . made of sturdy material reinforced with metal braces.
- Uses no more window space than stand alone.
- Inexpensive.

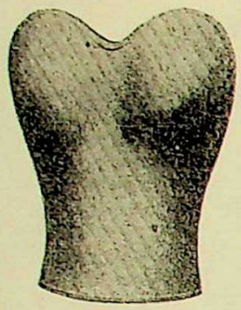


No. SF-4 — Figurette. The greatest display accessory ever created. Standard woman's form, for dresses, coats, suits, etc. Flesh color mercerized sateen. Transforms any dress stand into an effective garment display. Makes them look as though they were draped over a natural figure mould of ar-
istic
line. $2.00
Per [illegible]en.....$21.00



No. SF-3 — Figurette. A rigidly constructed form, reinforced with metal braces to prevent curling under. Shaped on perfect body lines for displaying bathing suits and foundation garments. Flesh mercerized sateen. Equipped with metal fittings —so you easily attach it to any metal stand. The results are remarkable. $2.25
Each.....
Per dozen.....$24.00

Chain Stores, Department Stores and Specialty Shops all over the country have adopted Figurettes . . . leading professional display men find them indispensable in modern window dressing.



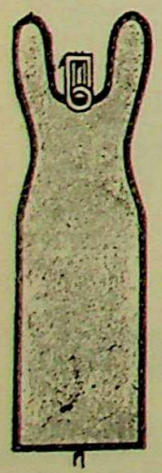
No. SF-2—Blouse Figurette. A developed front portion of a blouse form, rigidly constructed and equipped with fittings to attach to any stand. For blouse and suit display. Flesh Color Mercerized Sateen. $1.50
Each.....
Per dozen.....$15.00

A—Clips do away with pins.
B—Metal reinforcement on form No. 3 for foundation garments.

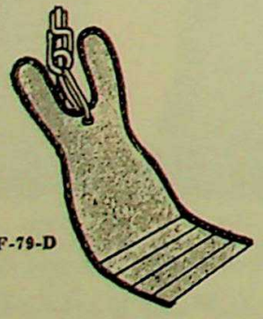
NOW IN UNIVERSAL USE

Silhouettes

U. S. PAT. NO. 200244



SF-79



SF-79-D

SFB-4

No. SF-79—Silhouettes still hold claim to being the most indispensable accessory ever invented. No display is perfect without Silhouettes. Per doz. $3.95
Each .....35¢

No. SF-79-D—Silhouette designed for floor drapes. Dozen.. $3.95
Each .....35¢

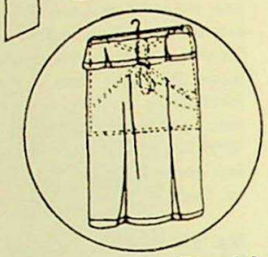
No. SFB-4—Silhouette for blouses. Per dozen..... $3.25
Each .....30¢

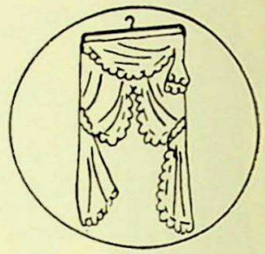
100%

CURTAIN DISPLAY SELLING EFFICIENCY

Curt-Splay

METHOD

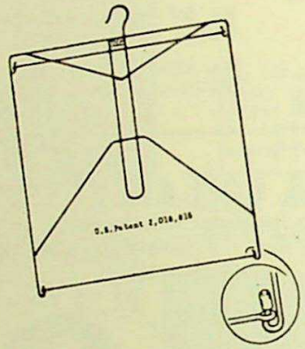




Double Your Curtain Sales With

CURT-SPLAY CURTAIN HANGERS

The most practical and least expensive curtain display you can buy



You can show curtains just as they appear at a window. Salespeople can lift the hangers from the display rack and easily show curtains completely draped in a single movement by holding the hanger handle. They are adaptable to every type of curtain—cottage sets, Priscilla, valance sets, criss-cross, panel, and all the others.

These hangers are equipped with two interchangeable rods, so that the various styles of curtains can be easily mounted.

CURT-SPLAY dramatizes the appearance of Curtains of every type and style by showing your customer just how they will look at the windows of her home.

10 BIG FEATURES

Sells more curtains
Conserves floor space
Speeds up showing of styles
Curtains always in pairs
No twisted, scrambled curtains
No injury to delicate curtains
Customers can select styles
Keeps stock fresh and clean
Easy to compare for selection
Guards against shoplifting.

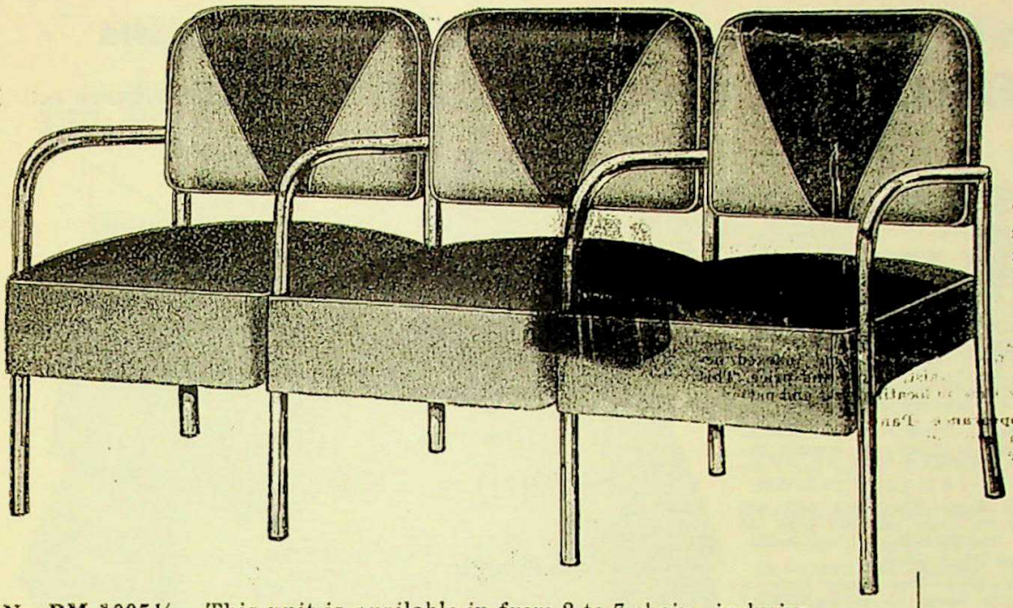
CURT-SPLAY is made of light weight, sturdy, rust-proof Chromin tin finish wire. All joints are spot-welded — no rough spots or parts to tear the curtains. Nothing to get out of order. Will last a lifetime. Guaranteed for service and satisfaction.

60¢ EACH (IN DOZEN LOTS)

THINK OF IT! For only 60¢ each—$7.20 a dozen—you can place this new, convenient, silent salesman in your Curtain Department and SPEED UP SALES AND PROFITS SURPRISINGLY. Packed 1 dozen to carton. 25c packing charge on orders for less than 1 dozen.

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

CHROME SHOE CHAIRS



Now Tuf-Tex Covered

This new covering is fully guaranteed for 18 months for restaurant use. Tuf-Tex should wear at least 3 to 4 years under ordinary shoe store use and is used exclusively on our chrome furniture.

$13.95 EACH

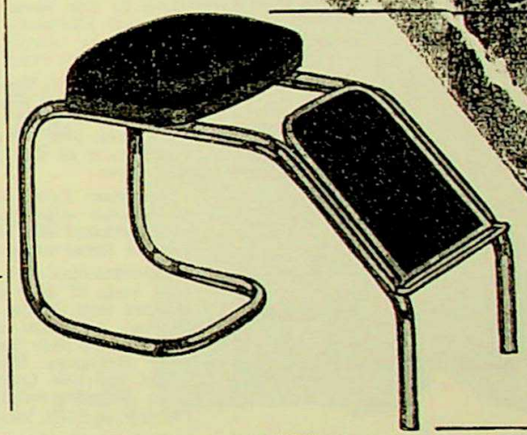
—Single Chairs

No. RM-1005½—This unit is available in from 2 to 7 chairs, inclusive, or may be bought as single chairs. Seats are heavily upholstered with Flex-Spring construction. Backs are comfortably padded and may be had with plain or special design, upholstered in any color or color combination. The backs may be upholstered in any of four designs, namely, "V" back as illustrated, "Checkerboard," "3 panel," "5 panel" or plain. In units of 2 or more.

Per chair.....

$12.45 PER CHAIR

All Prices F. O. B. Chicago.

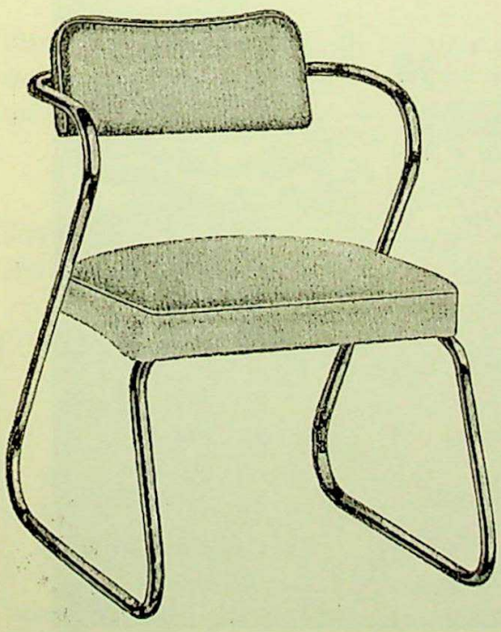


MS-350 — Perfectly balanced fitting stool with one-piece tubular chromium steel frame. Rests solidly on the floor and will not tip. Double ... comfortably upholstered ... upholstery edges concealed. Heavy corrugated rubber ... set in chromium ... easily replaced. Non-mar ... floor glides. Hi... rounded heel rail ... the most delicate ...

$8.50 EACH

SHOE CHAIR ASSEMBLY

Sturdy—Durable—Economical

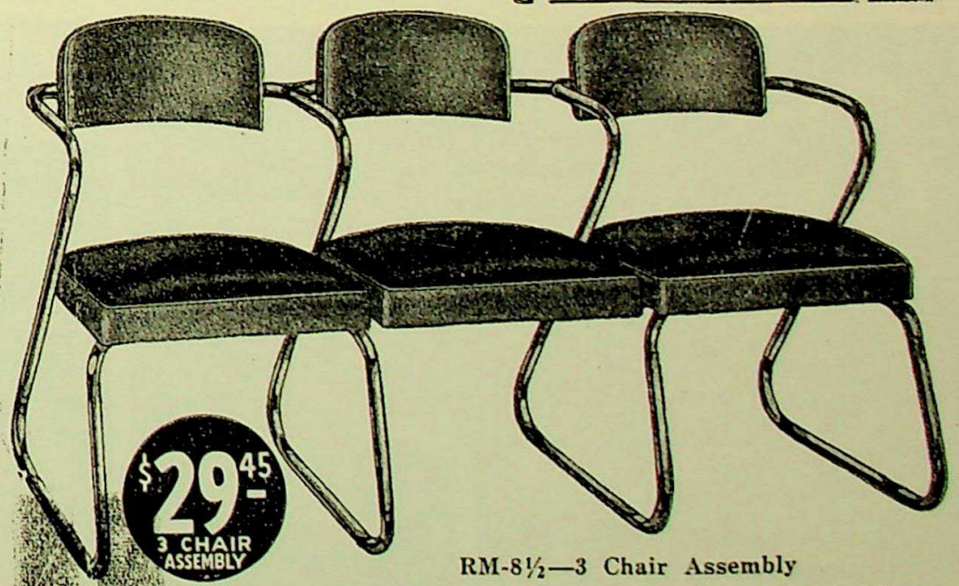


The No. RM-8½ Shoe Chair Assembly has been newly designed. It incorporates features of durability and construction for which the No. 8 and No. 1005 assemblies are so well known and as an economy unit is low priced to meet the demands of any type of high grade store.

This assembly has a Flex-Spring seat three inches thick and a heavily padded back that is comfortably curved to fit the contour of the body. It is available in sections of three, five and seven chairs, and is delivered set-up and ready for use. Seats measure nineteen inches from center to center.

No. RM-8—Single Chairs

$10.95 EACH



$29.45 3 CHAIR ASSEMBLY

RM-8½—3 Chair Assembly

5 Chair Assembly.....$46.95

7 Chair Assembly..... 64.45

All Prices F. O. B. Chicago.

The Modern Way to Display and Sell Pants

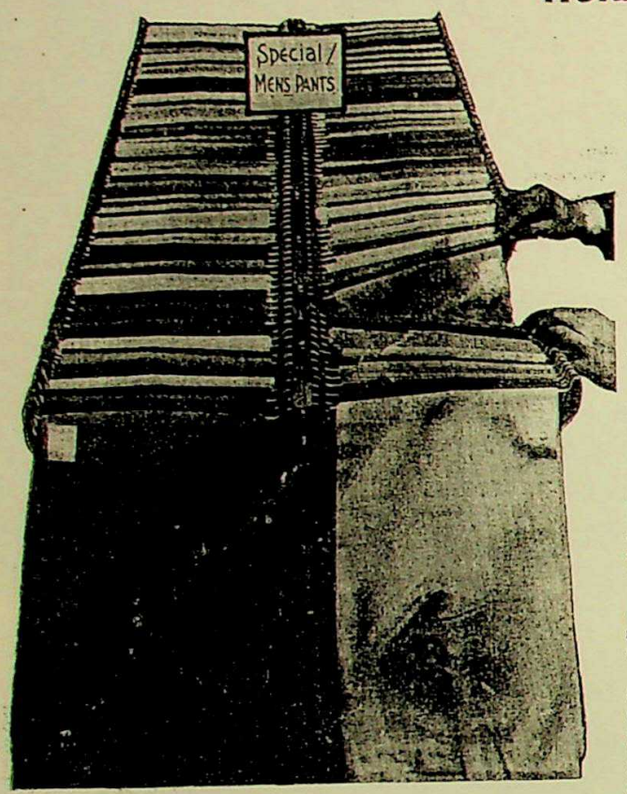
Thousands of satisfied customers are using

A BROWDER Pants Rack

to increase sales

Holds 150 Pairs

More than 8,500 have been sold



Space Saver—It saves half the space of Pants on tables. In a space 6 ft. long and 27 in. wide you can hang 150 pairs. A six-foot table with five piles stacked fifteen high holds only 75 pairs.

Accessibility—The rack is a filing system for pants, each pair indexed according to waist, length and price. This saves time in locating sizes and patterns.

Appearance—Pants look much neater when hanging, which will greatly improve the appearance of your pants department.

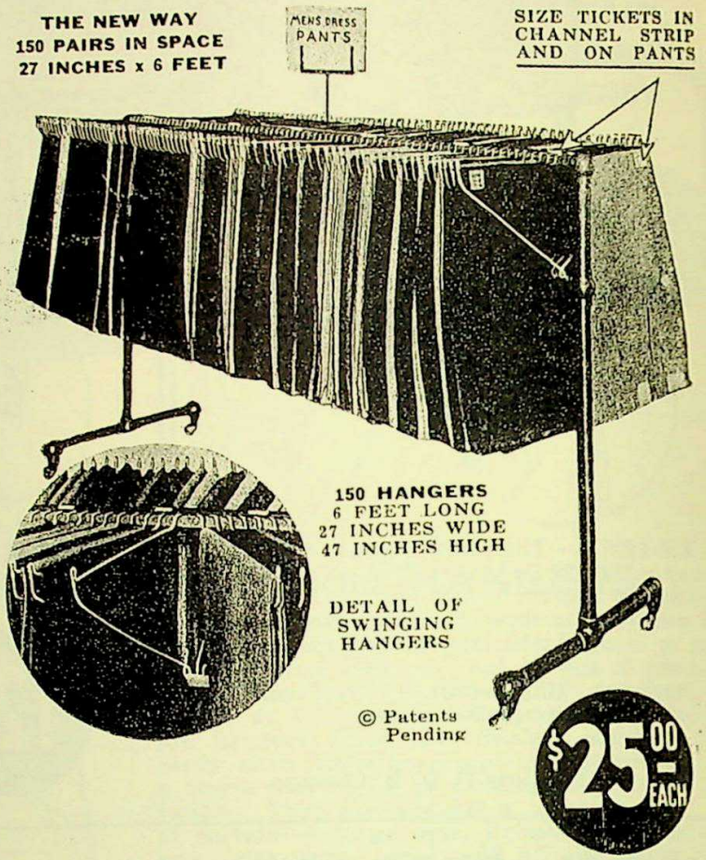
It Sells Pants—This rack will sell two pairs for every one sold with old methods. The attractive, accessible display makes this possible.

Stock Keeping—How many hours a year do you spend restacking pants? The rack eliminates 90 per cent of this unnecessary work, because the pants are always in order.

Condition of Merchandise — Pants hanging do not become wrinkled, and are easier to brush and keep clean. A cloth cover over the rack at night when sweeping is all that is necessary to protect them.

Inventory Value—A glance at the index system will indicate a shortage of any particular size or pattern. This insures a faster turnover with less stock.

Specifications—150 swinging hangers, 6 ft. long, 27 in. wide, 47 in. high. A channel strip in the center for size indexing. All metal steel tubing frame. Large heavy duty hard rubber casters. Dark Mahogany Enamel finish. Card holder and size tickets furnished complete. Shipping weight 75 lbs. Price, F. O. B. St. Louis, Mo. **$25.00**

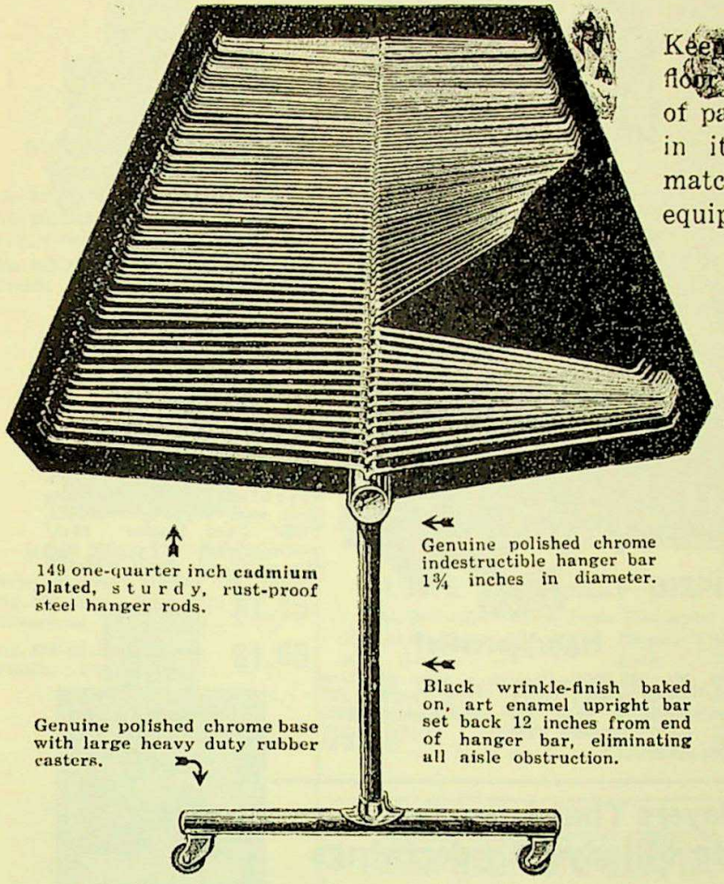


Can be furnished in chromium plated finish fittings and enameled tubing at **$3.50** additional or chromium plated finish fittings and tubing at **$10.00** extra.

F. O. B. St. Louis Only.

THE NEW STREAMLINE MODEL BROWDER PANTS RACK

Six New Exclusive Streamline Design Features Which Improve the Display of Merchandise and Increase Sales


149 one-quarter inch cadmium plated, sturdy, rust-proof steel hanger rods.
Genuine polished chrome indestructible hanger bar 1¾ inches in diameter.
Black wrinkle-finish baked on, art enamel upright bar set back 12 inches from end of hanger bar, eliminating all aisle obstruction.
Genuine polished chrome base with large heavy duty rubber casters.

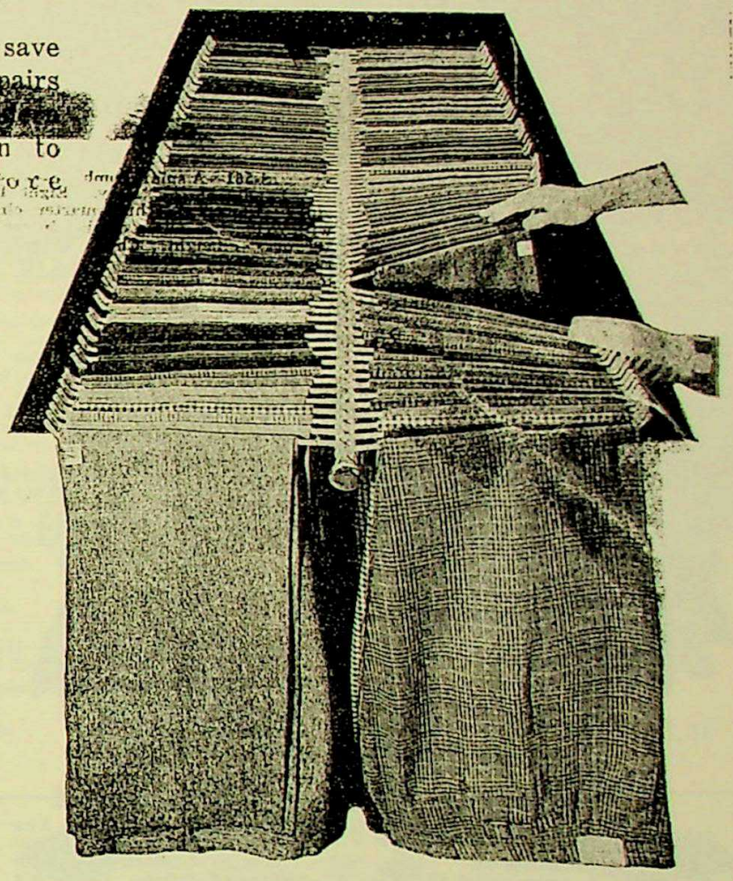
Each rack is 6 feet long, 27 in. wide, 45 in. high, and has 149 hangers

Keep stock orderly and save floor space. Shows 149 pairs of pants individually. Modern in its streamline design to match the smartest store equipment.

Send for this modern merchandising unit today. Use our 30-day free trial plan to prove its selling force.

$37.50

F.O.B. St. Louis, Mo.



Can be moved with ease, fully loaded with 149 pairs of pants.

Its streamline design and all exposed parts of polished chrome adapts it to use with any store equipment.

The individual display of each pair of pants and the quick, efficient manner they can be shown will greatly aid your clerk and customer in showing and selling more trousers.

$37.50 f. o. b. St. Louis, Mo.
Shipping weight 80 lbs.

Every Browder Pants Rack in use has sold enough extra merchandise to pay for the unit in from one to six months.

Take Advantage of This Free Trial Offer

Without obligation to buy for 30 days, we will ship this new 1938 **Streamline Model Pants Rack** to you f. o. b. St. Louis. At the end of 30 days remit $37.50 or return the rack to us **freight collect.**

Improved 1938 Model

Check These Specifications . . . See Illustration

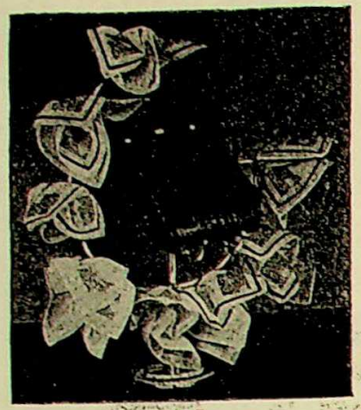
149 Hangers
6 feet long 27 inches wide 45 inches high
Shipping weight, 80 lbs.

HANGERS—Silvertone, Cadmium plated, rust-proof.
HANGER BAR—Polished chrome. 1¾ inches in diameter.
LEGS—Wrinkle finish, baked-on enamel (black).
BASE—Genuine polished chrome. Heavy duty hard rubber casters.

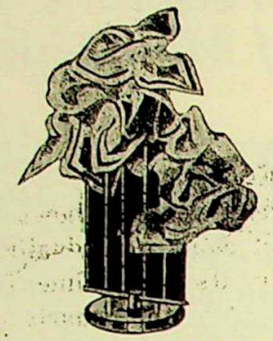
SELL MORE—LADIES' ACCESSORIES

WITH THESE SMART FIXTURES

No. MS-35-258 — Ladies' attractive blouse or collarette displayer. Achieves full-shoulder display with modern neckline effect. Excellent occasional display for counters, ledges or windows. 28" overall height. Polished Chrome Finish. Each $2.25

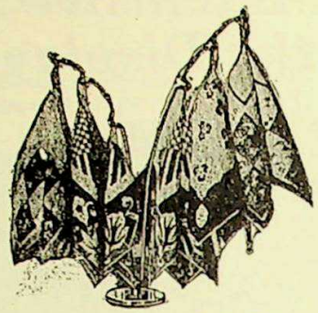


No. MS-561—A smart combination purse and handkerchief display. Eight 1¼" rings attached to three-quarter circle, with extensible purse display in center. 19" overall height. Chrome Finish. Each $6.00



Handkerchief

No. MS-1562—12" high. Six 1" loops for displays. Chrome Finish. Each $2.45

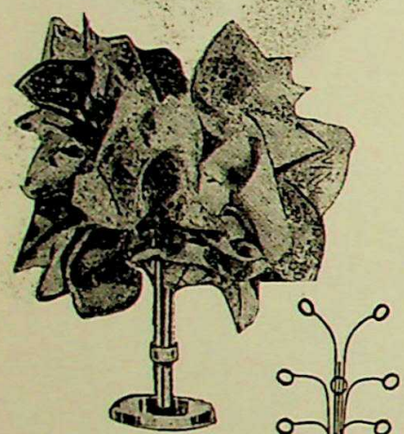


Handkerchief

No. MS-1017—15" high. Displays six handkerchiefs. Chrome Finish. Each .. $2.00

Handkerchief

No. MS-564—Mass Handkerchief Display. Holds 12 Handkerchiefs, individualizing each one. 5½x3½" "MONITOR" Card Holder. 26½" overall height. Chrome Finish. Each. $5.50

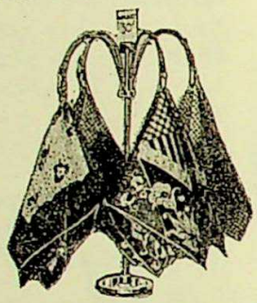


HANDKERCHIEF

No. MS-1560—Smart rosette effect. 11" high. 7 arms with tilted loops.
No. MS-1560-S—Silvertone Finish. Each..... $2.20

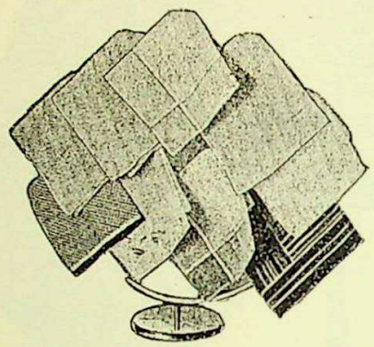
Handkerchief

No. MS-1016—24" high. Two sets four arms each adjustable on standard with handkerchief clips. Chrome Finish. Each $4.25



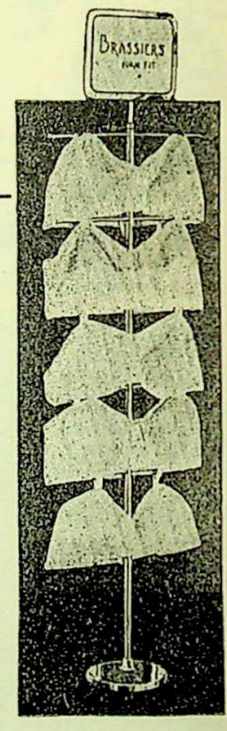
Handkerchief

No. MS-1015—15" high. Set of four adjustable arms with handkerchief clips. Clip type card holder. Chrome Finish. Each $2.25



Handkerchief

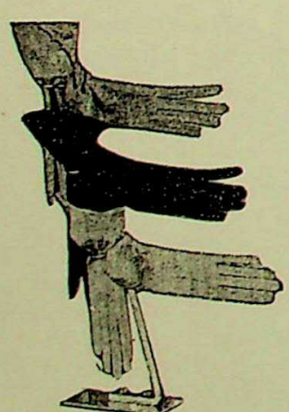
No. MS-2084—Creates a very effective circle display effect. 17½" high. 15" circle. 5" base. Has nine handkerchief clips. Chrome Finish. Each $4.00



Displayers That Lend Sales Appeal to Miladys' Underthings

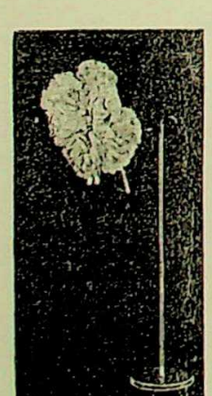
SMART GLASS and CHROME COLLARETTE DISPLAY

No. MS-2067—Beautiful glass ladies' single collar displayer. Ideal for spot locations on counter. Collar drapes over attractive polished edge, shoulder shaped glass panel, 10½x10½". Mounted in 5" Chrome base. Each $2.25



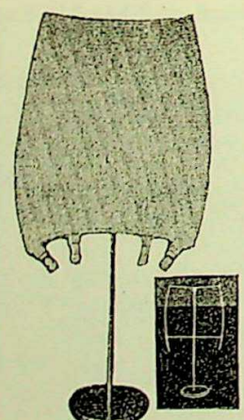
Glove or Handkerchief

No. MS-143—18" high. Three 5½" sliding display arms with display ring at end. A very practical counter and window displayer. Chrome Finish. Each $4.25



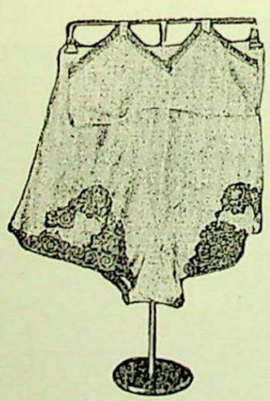
FLOWER STAND

No. MS-120—A sensible single novelty counter or window display for flowers, bouquets, plumes, etc. Felted spring snap, attached to 12" high upright. Chrome Finish. Each $1.25



For Girdles

No. MS35-161 — Display these garments in a true fashion. Specially braced top—24" standard, round base.
No. MS35-161-S — Silvertone Finish. Each $1.95
No. MS35-161-C—Chrome Finish. Each $2.40



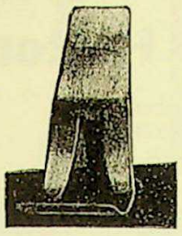
For Dance Sets

No. MS35-162—Garments held by turned-down felted snaps at end of top. 15/30" extensible stand. Round base.
No. MS35-162-S — Silvertone Finish. Each $1.70
No. MS35-162-C—Chrome Finish. Each $2.25

Brassiere

No. MS35-977-S — A very effective cross-arm unit for mass display. 6 arms, 12" spread. 6" base. 7x5½" card holder. Silvertone Finish. Each. $3.00
No. MS35-977-C—Chrome Finish. Each... $6.00

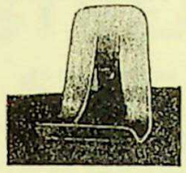
POPULAR EASELS
for Every Occasion



ALL METAL EASEL
Width 2". Height 5"

No. MS-311—Bronze or
No. MS-312—Silvertone. Per dozen $1.45

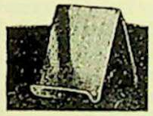
No. MS-313—Chrome Finish. Per dozen $1.65



FOR PARTY BAGS
Same as above except 3½" high.

No. MS-68-A—Bronze or Silvertone. Per dozen .. $1.45

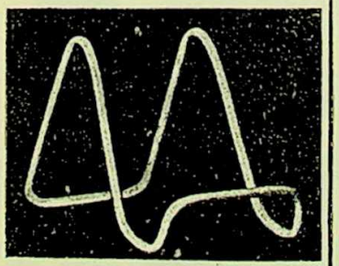
No. MS-68-B—Chrome Finish. Per dozen $1.65



MINIATURE METAL EASEL
2" high by 1⅜" wide. Excellent for cosmetics and small articles.

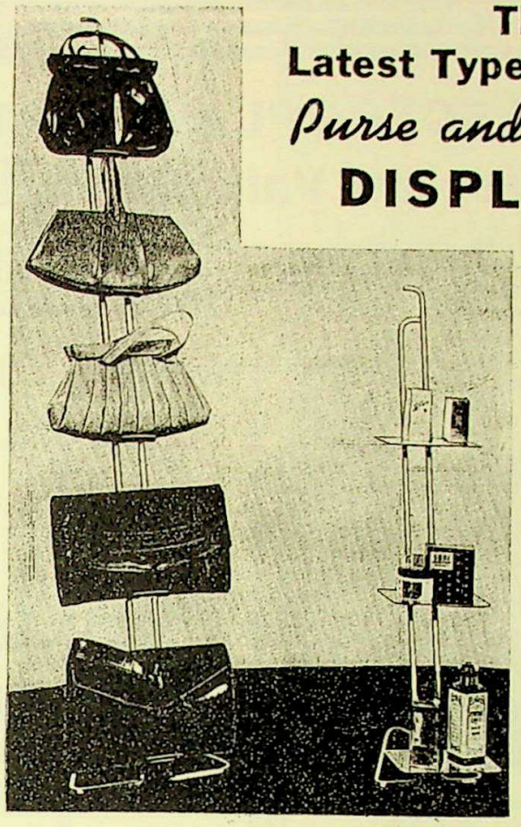
No. MS-69-S—Silvertone Finish. Per dozen $1.45

No. MS-69-C—Chrome Finish. Per dozen $1.65



Rubber Covered Easel
No. MR-264 — Made of heavy wire. Rubber covered. 4" high. 3½" wide. Per dozen $1.45

The Latest Type Convertible *Purse and Accessory* DISPLAYERS

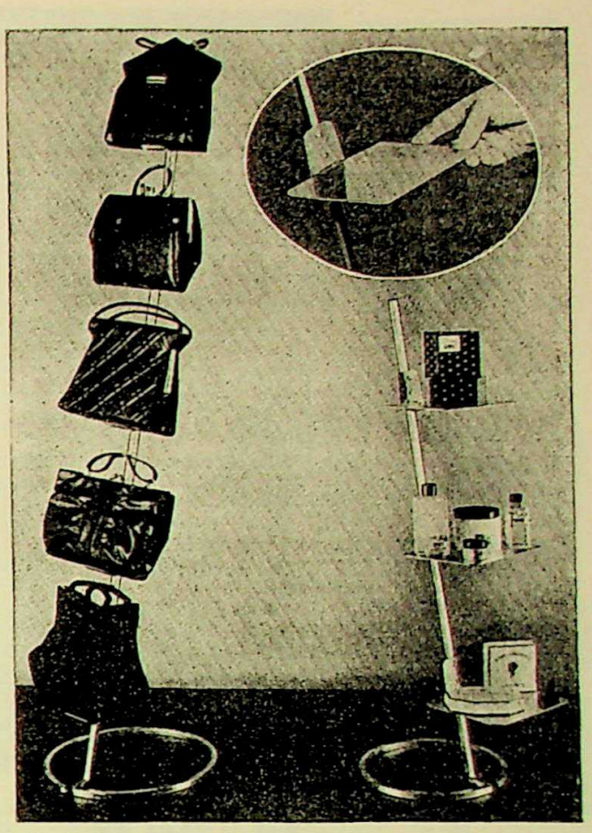


Attach These Shelves for Flat Displays

The purse displayers illustrated at right and left are built to take metal shelves for flat display as illustrated above. These fixtures make an unusually practical, convertible fixture for use with or without shelves.

INTERCHANGEABLE SHELVES
No. MS-1150—4½x6". Metal Shelf.
Silvertone Finish. Each ..... 40¢
Chrome Finish. Each ..... 60¢

No. MS-1151—5½x7". Metal Shelf.
Silvertone Finish. Each ..... 45¢
Chrome Finish. Each ..... 65¢



PURSE OR SHELF DISPLAYERS
No. MS-1130—Three-Purse Displayer. 23" high.
Silvertone Finish. Each $1.75
Chrome Finish. Each $3.40

No. MS-1131—Five-Purse Displayer. 31" high.
Silvertone Finish. Each $2.40
Chrome Finish. Each $4.95

Note the Use of Metal Shelves

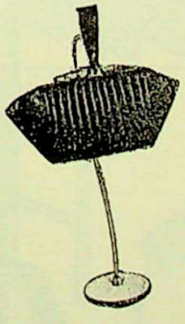
PURSE OR SHELF DISPLAYERS
No. MS-137—Five-Purse Displayer. 37" high. 9" base.
Silvertone Finish. Each $2.15
Chrome Finish. Each $4.55

No. MS-136—Three-Purse Displayer. 23" high. 9" base.
Silvertone Finish. Each $1.65
Chrome Finish. Each $3.40

Note the Use of Metal Shelves

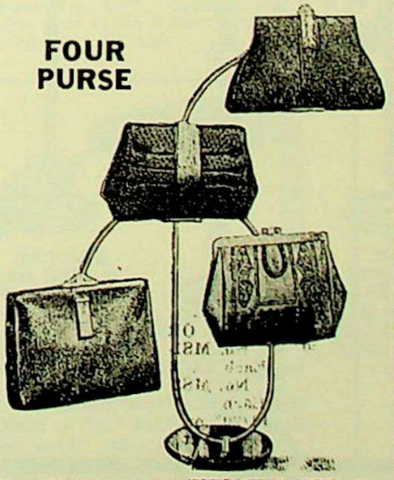
We have issued a special catalog on metal display fixtures which contains a great many more base designs and other specialty items. This is Catalog 135.

We also have another special catalog of the latest offerings of metal display fixtures for every department of 5¢ to $1.00 stores. Write for a copy of either or both if interested.



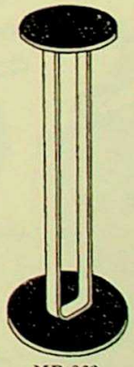
Bag Displayer
No. MS-128—For evening or daytime handbags with handles. Gracefully designed, 9", 12", 15" or 18" high to hanging point. Polished Chrome. Each $1.75

FOUR PURSE

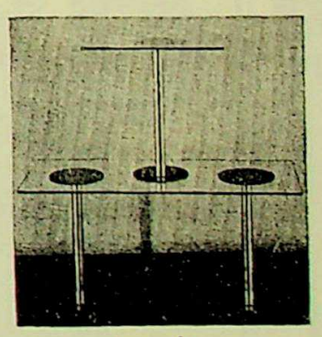


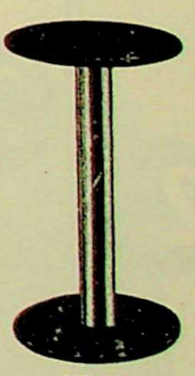
No. MS-125—A strik[illegible] effect. 22" high. 17" wide. [illegible] Chrome Finish. Each $4.90

All Metal Pedestals *for* Better Window Buildups



MP-862 SERIES





MP-950 SERIES

No. MP-862-S — 9" height. Silvertone or Bronze Finish (no rubber discs). Per dozen .. $8.20

No. MP-862-C—9" height. Chrome and Black Finish (no rubber discs). Per dozen $9.00

No. MP-863-S—12" height. Silvertone or Bronze Finish (no rubber discs). Per dozen .. $8.90

No. MP-863-C—12" height. Chrome and Black Finish (no rubber discs). Per dozen $9.90

Rich Chrome Tubular Upright Pedestals with top and bottom metal bases Black Enamel, rubber covered.

No. MP-950—9" high. Per dozen $10.95

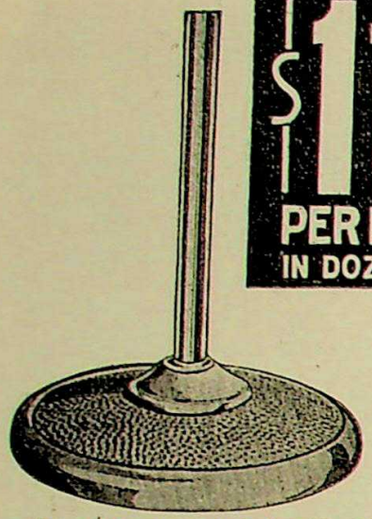
No. MP-951—12" high. Per dozen $10.95

No. MP-952—18" high. Each $3.10

Beautiful ELECTROPLATED SILVERTONE FINISH . . . Greatest Value in Fixture History

$11.75 PER DOZEN IN DOZEN LOTS

Complete fixtures as shown are available on either base design, assorted if desired, at the dozen price indicated for size of extension. In ordering, specify series number as indicated under illustrations of the two styles of bases, also the fixture top number following base series number.

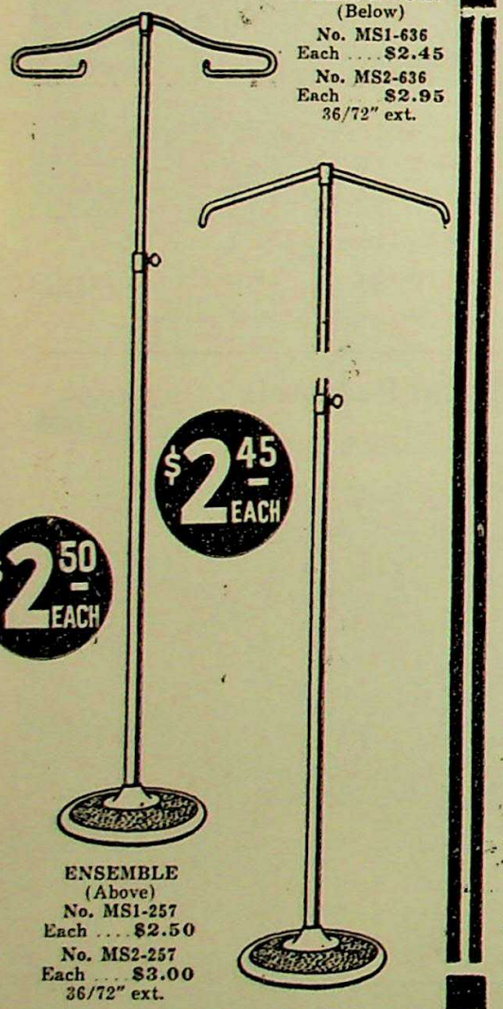


Base Illustrated Series No. MS-1

Brushed Silvertone Electroplated Finish
Prices for Complete Fixtures

10/20" and 15/30" ext.	Doz. lots. Per doz.	$11.75
20/40" extension.	Each	1.45
30/60" extension.	Each	1.95
36/72" extension.	Each	2.45

Specify Extension Height When Ordering

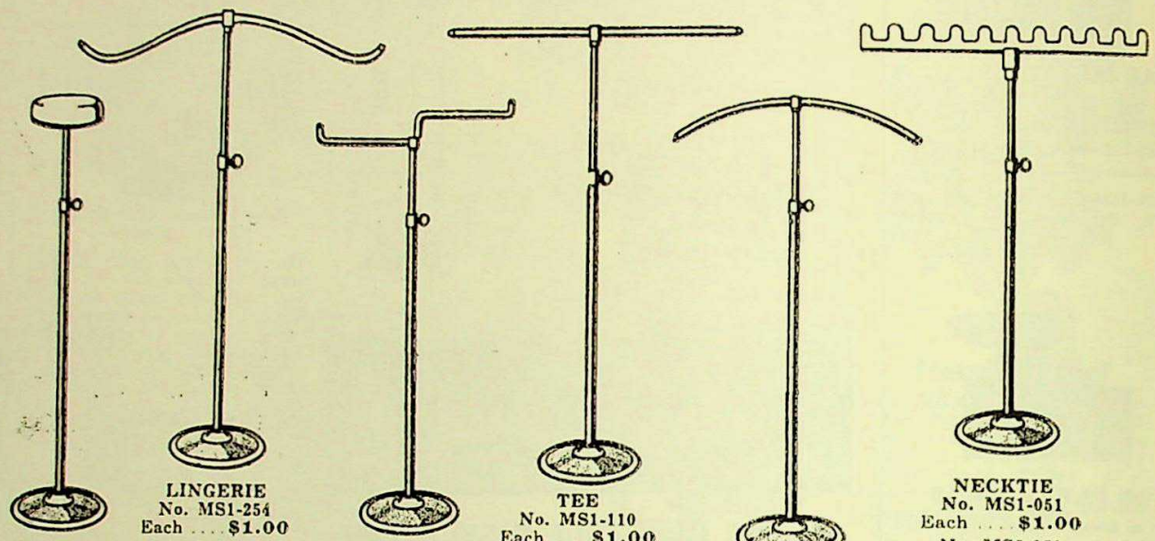


DRESS or COAT (Below)
No. MS1-636
Each $2.45
No. MS2-636
Each $2.95
36/72" ext.

$2.45 EACH

$2.50 EACH

ENSEMBLE (Above)
No. MS1-257
Each $2.50
No. MS2-257
Each $3.00
36/72" ext.



MILLINERY
No. MS1-304
Each $1.00
No. MS2-304
Each $1.15
10/20" or 15/30" ext.

LINGERIE
No. MS1-254
Each $1.00
No. MS2-254
Each $1.15
10/20" or 15/30" ext.

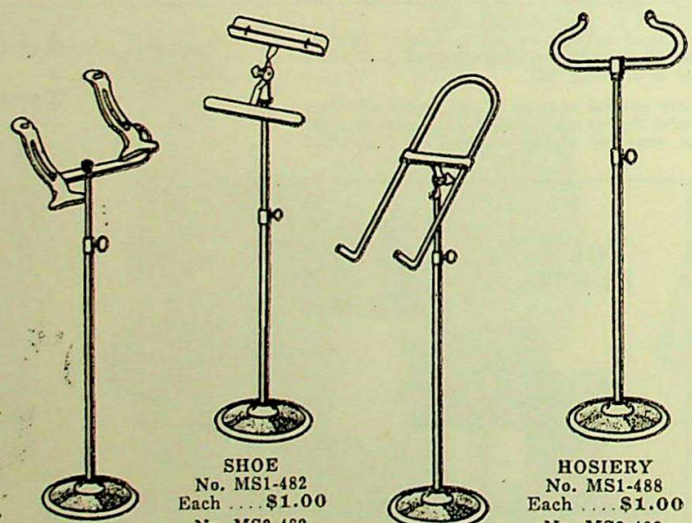
HOSIERY
No. MS1-502B
Each $1.00
No. MS2-502B
Each $1.15
15/30" ext. only

TEE
No. MS1-110
Each $1.00
No. MS2-110
Each $1.15
10/20" or 15/30" ext.

CURVED BAR
No. MS1-220
Each $1.00
No. MS2-220
Each $1.15
10/20" or 15/30" ext.

NECKTIE
No. MS1-051
Each $1.00
No. MS2-051
Each $1.15
15/30" ext. only

Unless orders are for dozen lots, the individual price will be in effect.



SHOE
No. MS1-471
Each $1.00
No. MS2-471
Each $1.15
6/12", 10/20" or 15/30" ext.

SHOE
No. MS1-482
Each $1.00
No. MS2-482
Each $1.15
10/20" or 15/30" ext.

SHIRT OR BOX
No. MS1-681
Each $1.00
No. MS2-681
Each $1.15
10/20" or 15/30" ext.

HOSIERY
No. MS1-488
Each $1.00
No. MS2-488
Each $1.15
15/30" ext. only

Base Illustrated Series No. MS-2

Silvertone and Black Electroplated Finish
Prices for Complete Fixtures

10/20" and 15/30" ext.	Doz. lots. Per doz.	$13.00
20/40" extension.	Each	1.50
30/60" extension.	Each	2.50
36/72" extension.	Each	2.95

Specify Extension Height When Ordering

$13.00 PER DOZEN IN DOZEN LOTS

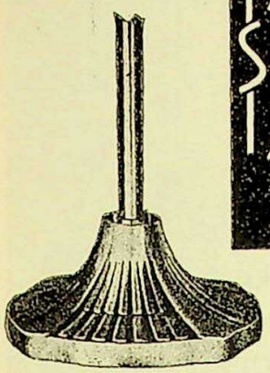


Illustration features enlargement of this beautiful base design.

$20.50 COMPLETE GROUP

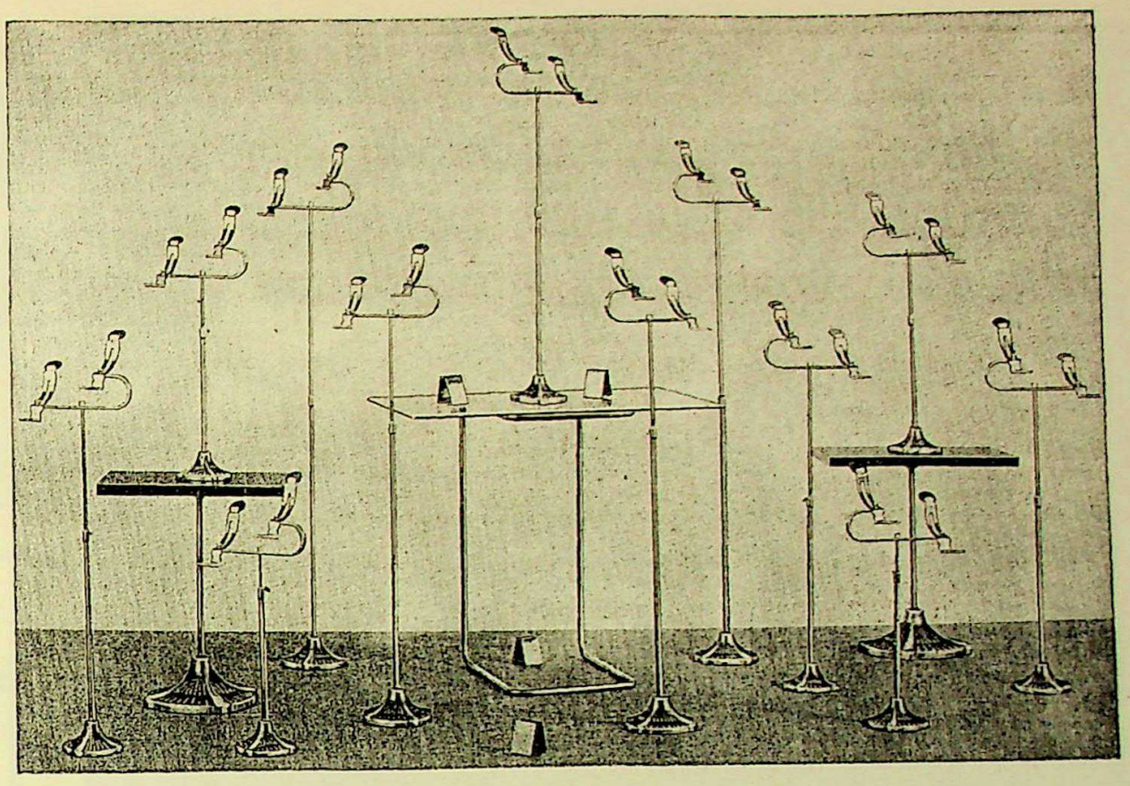
THE "STREAMLINE" SHOE GROUP

Complete as Illustrated
19 Individual Display Units

Beautiful SILVERTONE Finish

Electroplated

Modernize Your Windows Today for Profits Tomorrow

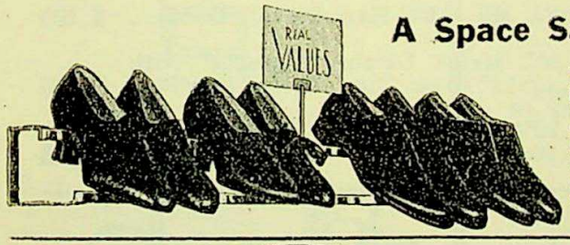


The Streamline Shoe Group complete as illustrated above—19 individual display units

Fixtures May Be Purchased Individually at Following Prices:

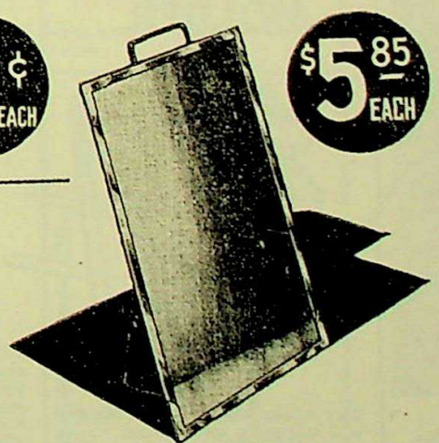
Four	No. MS2-471— 9/16" Extension Double Shoe Stands. Each	$1.15
Four	No. MS2-471—12/22" Extension Double Shoe Stands. Each	1.15
Four	No. MS2-471—18/34" Extension Double Shoe Stands. Each	1.15
Four	No. MS-432-S—Heel Rests. Each	.10
One	Large Champion Unit, Silvertone Finish. Each	1.50
One	No. 969G—10" x 16" Glass Top	.75
Two	No. MD2-858—Pedestals, 10x14" Ebony Wood Tops. Each	2.15

A Space Saver—Wall Type Metal Shoe Rack

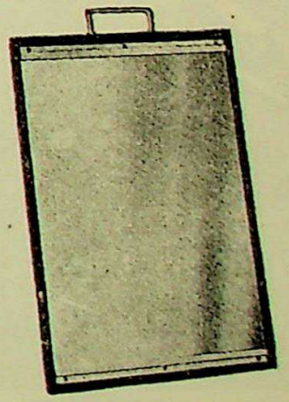


No. MS-2010—33½" long, 3¾" high, made of half inch flat steel. Upright wall strips with three screw holes for mounting. Top bar extends from wall 3¼"; lower bar, 6½". Supplied with clip type ticket holder. Aluminum Bronze Finish.....

85¢ EACH



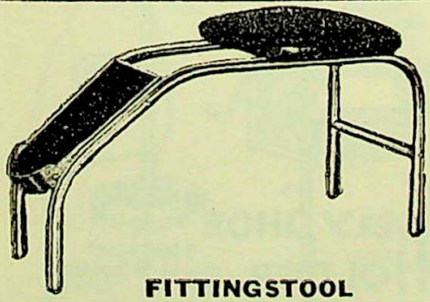
$5.85 EACH



SHOE MIRROR

No. CM-1008—An exceptional value in an ALL-METAL construction mirror. 18x12" select mirror with felt insulation. Durable black finish with Silvertone handle and clips supporting mirror.....

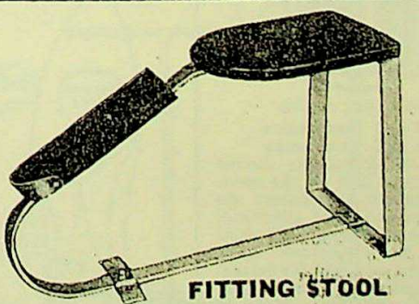
$3.95 EACH



FITTINGSTOOL

No. MS-1012-A—Distinctively designed and sturdily constructed to insure long life. Made of ⅞" heavy steel tubing. 25" long, 12" wide, 14" high. Upholstered in durable Black or Red Leatherette. Chrome Finish. Each..... **$10.00**

No. MS-1012-B—With Ebony Wood Seat. Chrome Finish. Each..... **$9.40**



FITTING STOOL

No. MS-1011—Sturdily constructed for hard service. Made of 1¼" flat steel with 9x12" Ebony Wood finished seat. 4x10" rubber covered foot rest with metal heel clip. Brushed Silvertone Electroplated Finish.....

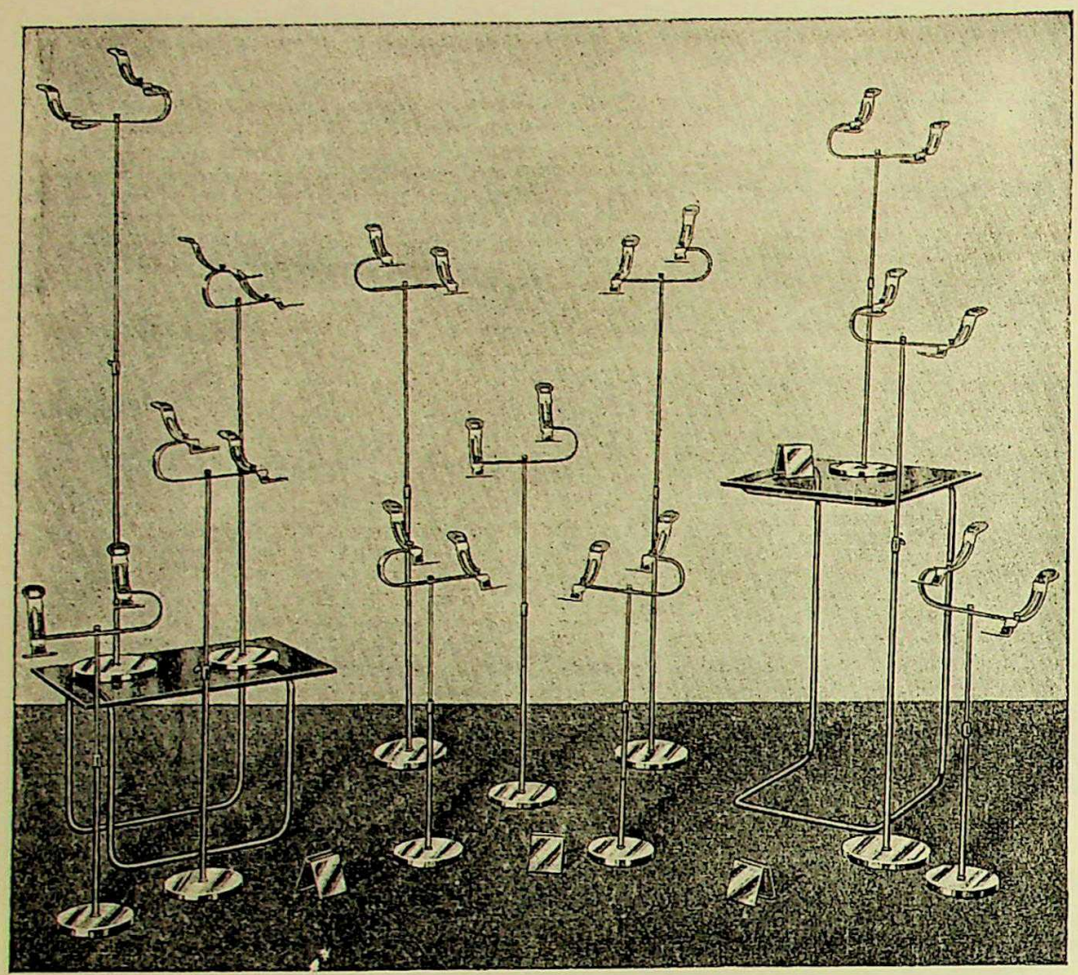
$4.95 EACH

SHOE MIRROR

No. CM-1007—The most popular shoe mirror on the market. 18x12" heavy glass mirror encased in heavy channel, rubber insulated. All metal construction. 19" high by 12" wide. Silvertone. Each... **$5.85**

Chrome. Each..... **$7.70**

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.



$22.50 COMPLETE GROUP

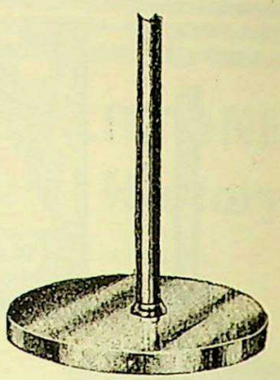


Illustration features enlargement of this beautiful modern design base. Can also be supplied with black disc on base at no extra charge.

THE "PERFECTION" SHOE GROUP

Brilliant, Durable POLISHED NICKEL Finish

An Outstanding Quality Value, Assuring Durability and Effective Merchandise Presentation.

Fixtures May Be Purchased Individually at Following Prices:

Four No. MS42-471 9/16" ext. Double Shoe Stands. Each..... **$1.35**

Four No. MS42-471 12/22" ext. Double Shoe Stands. Each..... **1.35**

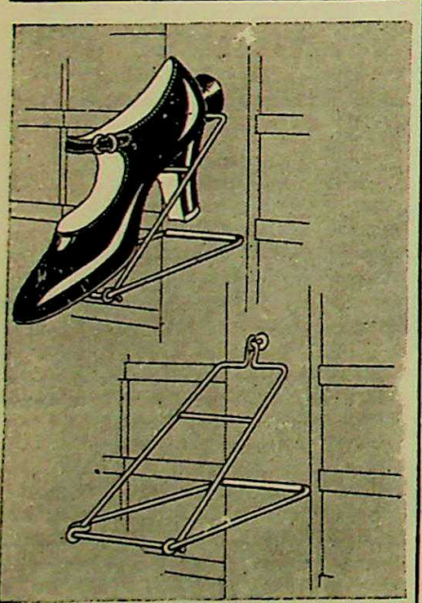
Four No. MS42-471 18/34" ext. Double Shoe Stands. Each..... **1.35**

Four No. MS-432-C Heel Rests. Dozen.. **1.50**

One 20" Metal Display Pedestal with 12x14" Glass Top. Each..... **3.65**

One 12" Metal Display Table with 10x16" Glass Top. Each..... **3.15**

The "PERFECTION" SHOE GROUP
Group consists of 18 individual displayers



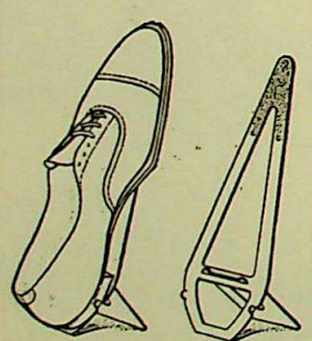
The Sel-Shu Display Rack

The Greatest Invention in Shoe Display Fixtures for Selling Shoes. Creating a Demand for More Shoe Sales.

Made in three sizes: Men's SEL-SHU, Ladies' SEL-SHU, Children's SEL-SHU. Any style. Per dozen..... **$4.50**

With every dozen racks you get 1 dozen suction cups and 1 dozen hooks.

MILITARY SHOE HOLDER



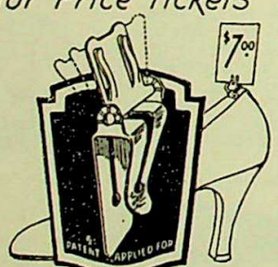
This tricky Military Shoe Holder will sell more men's shoes.

It grasps the shoes and shows the customer how they will look on his feet.

Place a few pairs of shoes on the Military Shoe Holder in your window and see how smart and trim they'll become. Your sale is half made with this display. Per dozen.... **$6.00**

Single, each.....60¢

New Improved POLLY CLIP *for Price Tickets*



Actual Size of Clip

Small and Inexpensive
Neat and Everlasting

Price tickets tilt at any desired angle, slips on and off the counter, the tongue, in between the laces of the shoe, and eliminates the trouble of wading into show windows to straighten price tickets. Also excellent for fastening price tickets to boxes, trays, or in fact any edge. Made of non-rustable metal, small, neat, inexpensive and everlasting.

No. K-25— Per gross..... **$3.75**
Half gross..... **$1.95**
Per dozen..... **35¢**

May also be had in a chrome nickel finish if desired.

POLLY SHOE HOLDER

No. K-74—To properly display arch support shoes, golf shoes, branded shoes and fibre-soled shoes. Always remains in the correct upright position. Occupies little space. Almost invisible when in use. Will not fall over. Used for Men's and Women's shoes. Dozen..... **$3.00**
Half Dozen..... **$1.65**

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

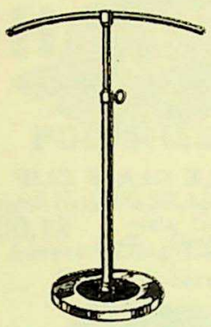
Beautiful Polished Nickel Fixtures with black decorative discs . . . solid cast base . . . .

Polished $15.00 NICKEL FINISH

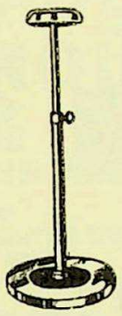
DOZEN LOTS ASSORTED TOPS

Beautiful Highly Polished Nickel Finish Display Fixtures designed with an eye towards beauty and an ear to economy. Heavy cast bases (NOT A SHELL COVERING) with glossy black second disc trim. Sturdy construction, highest quality throughout.

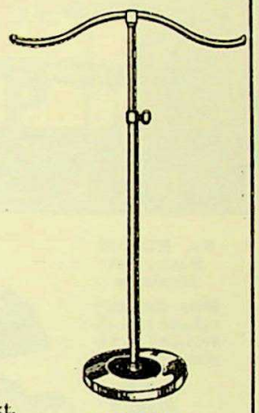
20/40" ext., 3/8 x 1/4"	Each $1.65
20/40" ext., 1/2 x 3/8"	Each $2.30
30/60" ext., 5/8 x 3/8"	Each $3.55



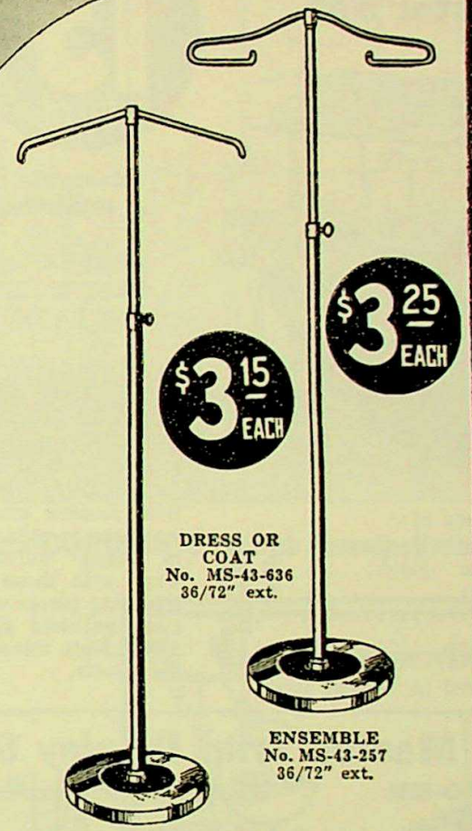
CURVED BAR
No. MS-43-220
10/20" or 15/30" ext.



MILLINERY
No. MS-43-304
10/20" or 15/30" ext.



LINGERIE
No. MS-43-254
10/20" or 15/30" ext.

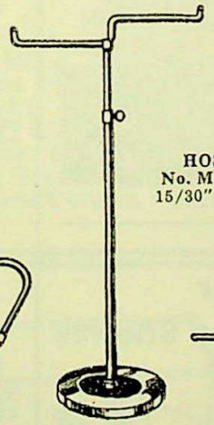


DRESS OR COAT
No. MS-43-636
36/72" ext.

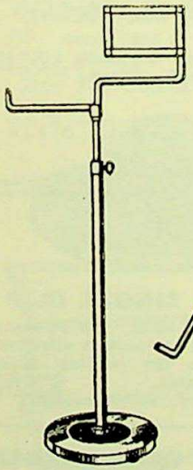
ENSEMBLE
No. MS-43-257
36/72" ext.

The $15.00 price applies to dozen lots only of 10/20 or 15/30 extension stands. Tops may be assorted as desired.

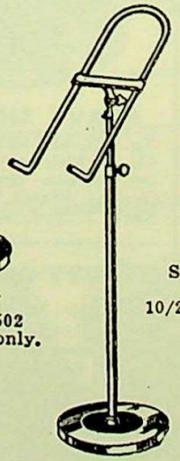
If bought in less than dozen lots the 10/20 and 15/30 extensions will be $1.35 each.



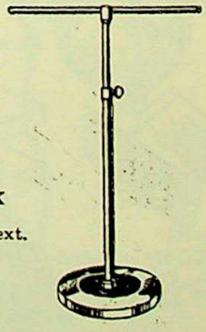
HOSIERY
No. MS-43-502B
15/30" ext. only.



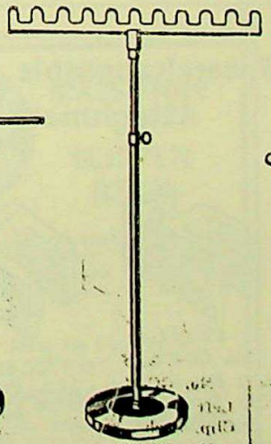
HOSIERY
No. MS-43-502
15/30" ext. only.



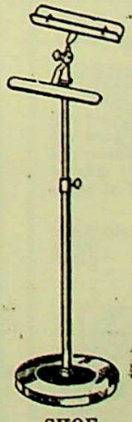
SHIRT OR BOX
No. MS-43-681
10/20" or 15/30" ext.



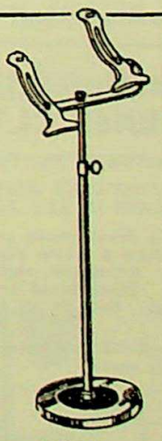
TEE
No. MS-43-110
10/20" or 15/30" ext.



NECKTIE
No. MS-43-051
15/30" ext. only.

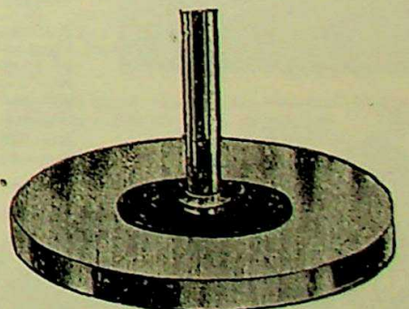


SHOE
No. MS-43-482
10/20" or 15/30" ext.



SHOE
No. MS-43-471
10/20" or 15/30" ext.
Also 9/16", 12/22", 18/34" ext.

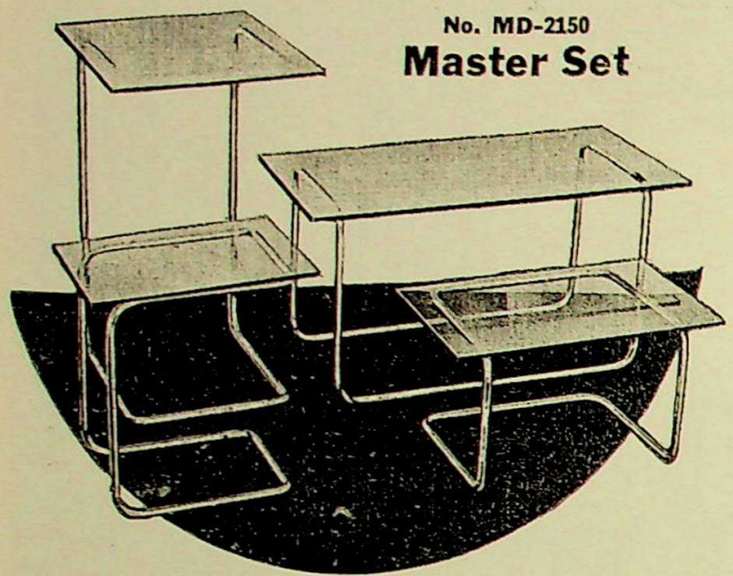
Lasting... Brilliant



Black disc may be easily removed if not desired.
Specify extension height when ordering.

The "CHAMPION" DISPLAYERS

Most Versatile Unit Display on the Market Today



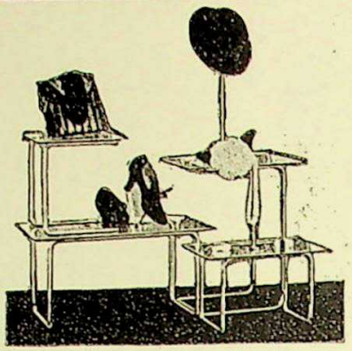
No. MD-2150
Master Set

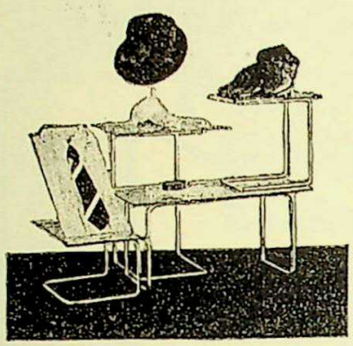
$13.85 — 4 PIECES

Complete as Illustrated

FEATURING MASTER SET DISPLAYED

The "CHAMPION" Display Set offers you the most flexible window trimming effects possible at LOW COST. Beautiful modern groupings may be obtained in many different ways with these interesting pieces with clear polished glass tops. Note interesting effects.





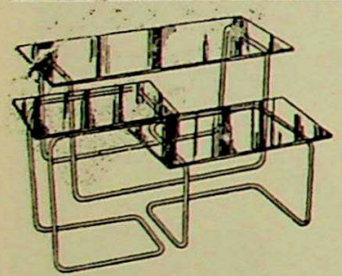
No. MD-2150 Master Set Displayed

Note the very refined and diversified display effects.

MASTER SET consists of:

Two 20x12x10" Metal Unit Displayers.	Each.....	$3.00
Two 12x10x 8" Metal Unit Displayers.	Each.....	2.50
One 12x24" Glass Top.	Each.....	1.10
One 12x14" Glass Top.	Each.....	.75
One 10x16" Glass Top.	Each.....	.75
One 10x12" Glass Top.	Each.....	.45

Boxing charge of 50c when ordered in broken lots.



The Master Trim Display Set

No. MD-2151

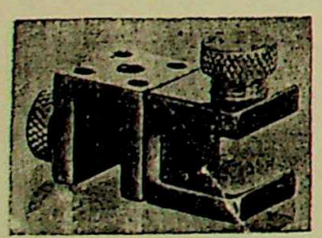
$10.10 — 3 PIECES

Complete as Illustrated

Master Trim Set Consists of

	Each
One 20x12x10" Metal Unit...	$3.00
Two 12x10x8" Metal Units..	2.50
One 12x24" Glass Top.....	1.10
One 10x16" Glass Top.....	.75
One 10x12" Glass Top.....	.45

Boxing charge of 50c when ordered in broken lots



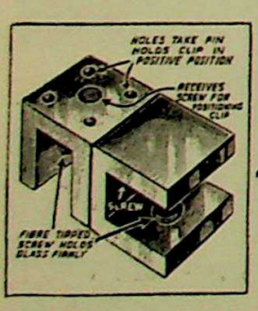
A New Revolutionary GLASS CLIP

Convertible to Any Position

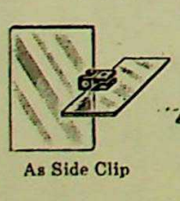
ONE ADJUSTABLE CLIP HOLDS YOUR GLASS IN ALL POSITIONS

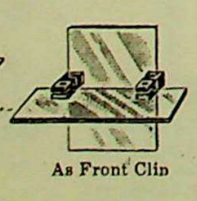
A remarkable development in the popular glass clip. Now a single clip suitable for all purposes. Adjustable, rigid, substantial construction. Fiber-tipped screw. Highly polished finish. Sets up all types of glass displays.

No. MS-935—Solid non-bending construction—fiber tip screw. Each ..... 75¢

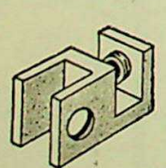

HOLES TAKE PIN HOLDS CLIP IN POSITIVE POSITION
RECEIVES SCREW FOR POSITIONING CLIP
FIBRE TIPPED SCREW HOLDS GLASS FIRMLY

As Top Clip


As Side Clip


As Front Clip

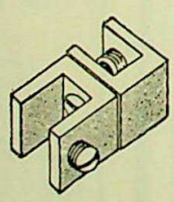
Interchangeable Clips for Attachment of Glass Shelves

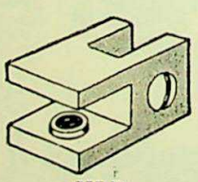

FRONT

No. GC-913-A Left Front Clip. Each.. 60¢

No. GC-913-B Right Front Clip. Each.. 60¢

Polished Aluminum.


No. GC-914 — Swivel Clip. Polished Aluminum Finish. Each ..... 75¢

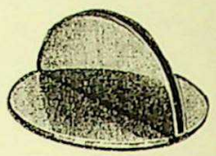

SIDE

No. GC-911-A Left Side Clip. Each.. 60¢

No. GC-911-B Right Side Clip. Each.. 60¢

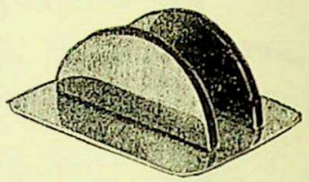
Polished Aluminum.

Interchangeable CLIPS For Building Many Useful Displays With Glass



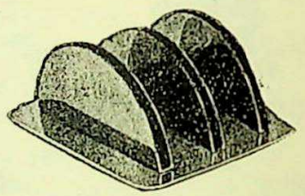
SINGLE GLASS CLIP

No. GC-907—5" base. Clip 2¼" high for ¼" glass. Chrome Finish. Each... 60¢



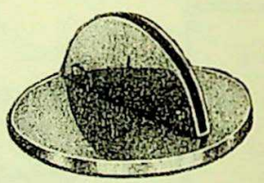
DOUBLE GLASS CLIP

No. GC-909 — 5x6" base. Clips 2¼" for ¼" glass. Chrome Finish. Each.. $1.00



TRIPLE GLASS CLIP

No. GC-910 — 5x6" base. Clips 2¼" high for ¼" glass. Chrome Finish. Each $1.35

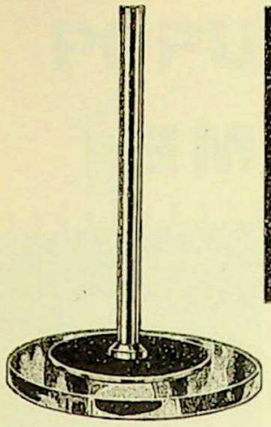


HEAVY SINGLE CLIP

No. GC-908—6-in. cast base, 2¼-in. high semi-circle clip with two screws for holding glass. Chrome Finish. Each $2.00

UTILITY CARD HOLDER

No. K-125—Made of steel with a strong pin at top to stick in either cloth or wood. Good for use on men's clothing or ladies' ready-to-wear, blankets, hosiery, millinery, lamps, etc. Notch at bottom to suspend card. Gross in box. Per gross..... 65¢



Base Illustrated Series No. MS-35-D with Black Disc Trim, which may be removed if desired.

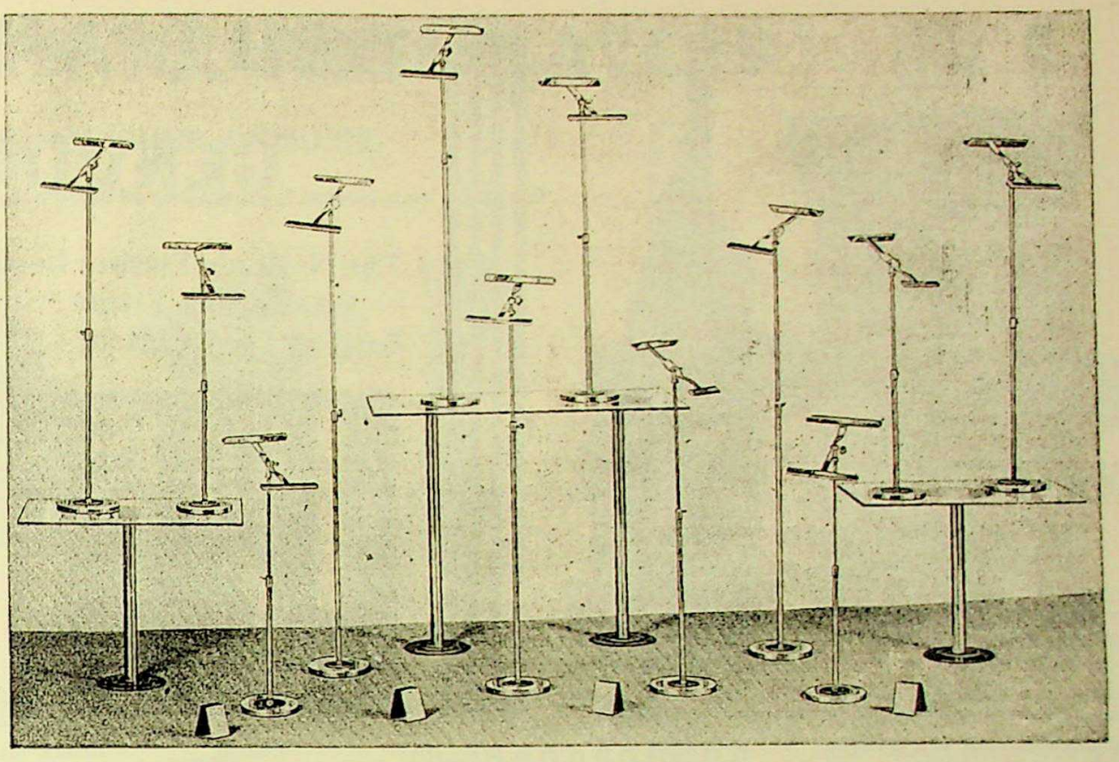
$25.50 COMPLETE GROUP

THE "CORONADO" SHOE GROUP

GENUINE POLISHED CHROME

AN OUTSTANDING VALUE

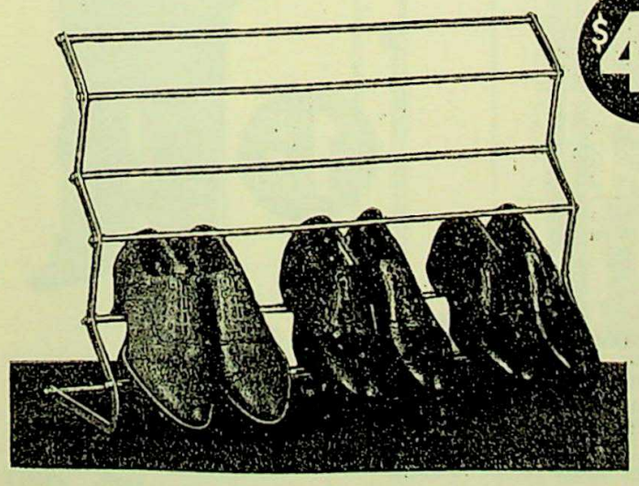
Assures Long-Lasting Service and Ultra-Modern Merchandise Presentation



The "CORONADO" Shoe Group Complete as Illustrated

Fixtures May Be Purchased Individually at Following Prices:

Four No. MS35-482—	9/16" ext. Double Shoe Stands. Each	$1.65
Four No. MS35-482—	12/22" ext. Double Shoe Stands. Each	1.65
Four No. MS35-482—	18/34" ext. Double Shoe Stands. Each	1.65
Four No. MS-432-C—	Heel Rests. Per dozen	1.50
Two No. MP-950 —	Chrome Pedestals with Black Top and Bottom Discs. 9" high. Each	.85
Two No. 969-G —	10x16" Glass Tops. Each	.75
Two No. MP-952-X—	Chrome Pedestal. 1 1/16" diameter Tubing. Black Top and Bottom Discs. Each	1.05
One 12x24" Glass Top, Square Corners. Each		1.10



$4.00 EACH

MASS SHOE OR SLIPPER RACK

A practical space-saver mass shoe display. 18¾" high, 25½" long, built to hold three rows of men's or women's footwear.

Ideal for Counter or Window Use.

No. MS-2073-S — Silvertone Finish. Each $4.00

No. MS-2073-C — Chrome Finish. Each $6.50

Be sure to specify finish when ordering.

Essential Accessories for Your Window Trims

NEW TYPE CARDHOLDER FOR STANDS

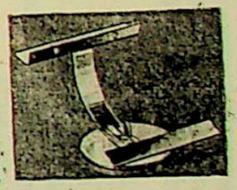
No. MS-751 — Attach your feature and price cards directly under the display with this practical holder. Holds cards up to 7x11". Attaches to ⅜" standards only. Chrome Finish. Per dozen $4.50

INDIVIDUAL SHOE STAND

A different shoe stand in Polished Chrome. Adjustable top.

	Each	Dozen
No. MS-73	60¢	$6.00

Adjustable Double Shoe Displayer



No. MS-493 — New style, low, double shoe displayer. Holder tilts on base. Adjustable with handy wing set crew. Polished Chrome Finish. Each ... $1.50

No. MS-493

Adjustable Single Shoe Displayer

No. MS-491-C — Adjustable single shoe displayer in new, low style. Holder tilts on base. Polished Chrome Finish. Each ..... 95¢

No. MS-491-C

No. MS-491-S—Same as above except in Silvertone Finish. Each ..... 75¢

Heel Rest

No. MS-432-S—All metal rest, 1½" wide, adjustable. Silvertone Finish. Per dozen $1.20

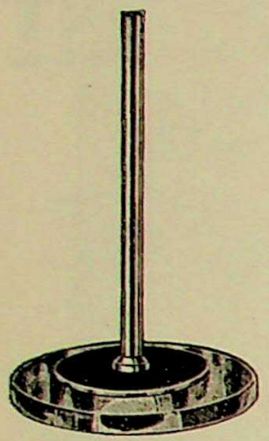
No. MS-432-C — Chrome Finish. Per dozen $1.50

BRILLIANT....

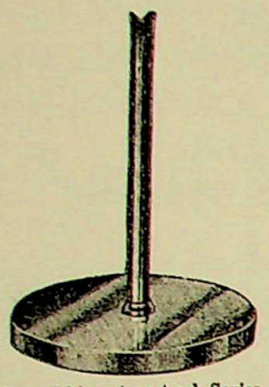
GENUINE CHROME

The Nation's Fixture Leader — Choice of Either Style Base at Low Cost of

$19.45 PER DOZEN



Base Illustrated Series No. MS-35-D With Black Disc Trim.



Base Illustrated Series No. MS-35 Without Disc Trim. The Black Disc is easily removed if not desired.

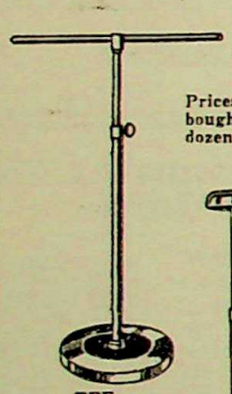
POLISHED CHROME FINISH

Prices for Complete Fixtures

10/20" or 15/30" ext. Dozen lots. Per doz.	$19.45
20/40" extension. Each	2.25
30/60" extension. Each	3.40

Specify Extension Height When Ordering

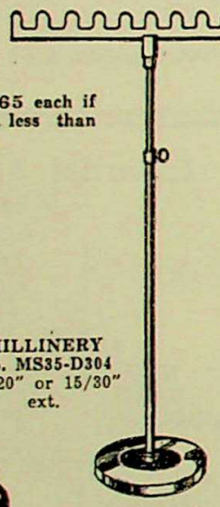
Your choice of base designs as illustrated. Specify base series number, also the fixture top number when ordering.



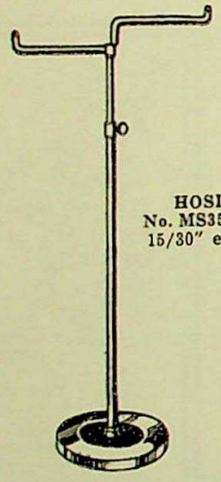
TEE
No. MS35-D110
10/20" or 15/30" ext.

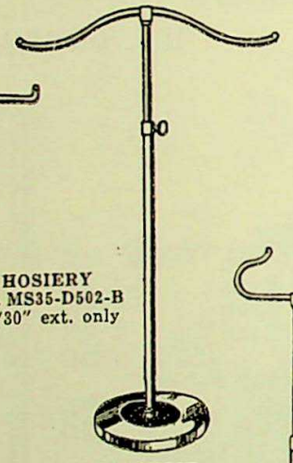
Prices $1.65 each if bought in less than dozen lots.

MILLINERY
No. MS35-D304
10/20" or 15/30" ext.



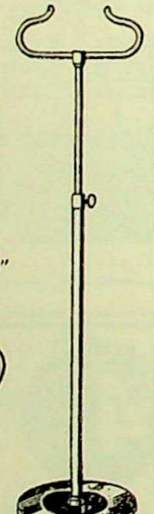
NECKTIE
No. MS35-D051
15/30" ext. only



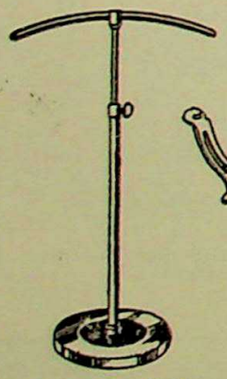


HOSIERY
No. MS35-D502-B
15/30" ext. only

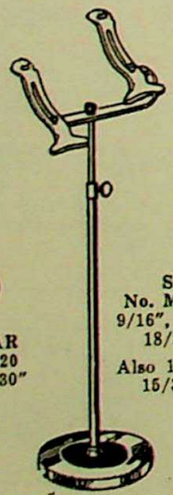
LINGERIE
No. MS35-D254
10/20" or 15/30" ext.



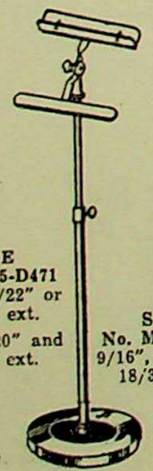
HOSIERY
No. MS35-D488
15/30" ext. only



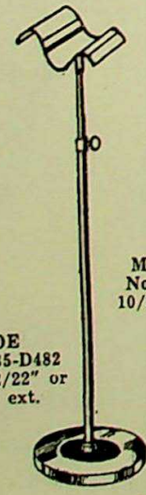
CURVED BAR
No. MS35-D220
10/20" or 15/30" ext.



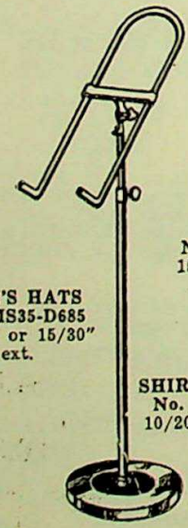
SHOE
No. MS35-D471
9/16", 12/22" or 18/34" ext.
Also 10/20" and 15/30" ext.



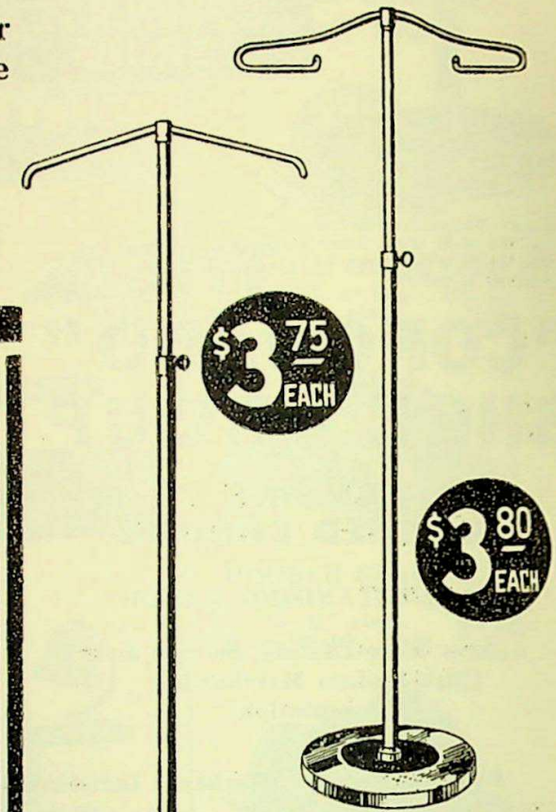
SHOE
No. MS35-D482
9/16", 12/22" or 18/34" ext.

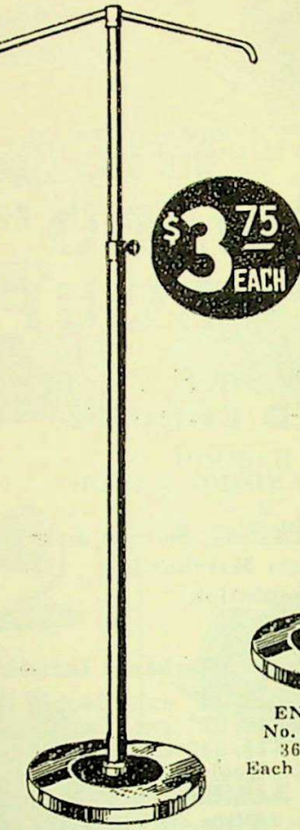


MEN'S HATS
No. MS35-D685
10/20" or 15/30" ext.



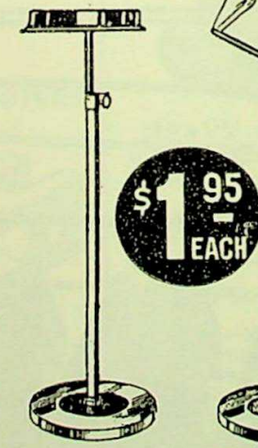
SHIRT OR BOX
No. MS35-D681
10/20" or 15/30" ext.





DRESS OR COAT
No. MS35-D636
36/72" ext.
Each $3.75

ENSEMBLE
No. MS35-D257
36/72" ext.
Each $3.80



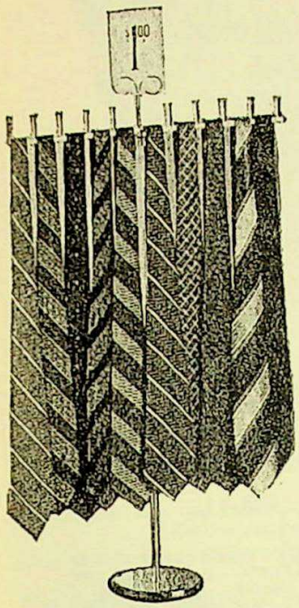
COLLAR AND NECKWEAR
No. MS35-D512
15/30" ext. only
Each $1.95

BALSA SHIRT
No. MS35-D684
15/30 ext. only
Each $2.35

POPULAR MEN'S WEAR DISPLAYERS

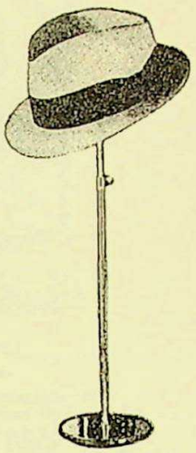
GENUINE POLISHED CHROME

All of these are furnished with black Formica Discs if desired at no extra cost



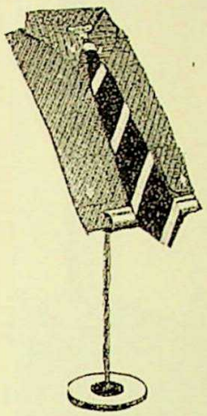
NECKWEAR

Single-bar, Ten-space Necktie Displayer. Ideal for counter use. 24" high.
No. MS35-516-C—Chrome Finish. Each $3.50
No. MS35-516-B—Bronze or No. MS35-516-S—Silvertone Finish. Each. $2.85



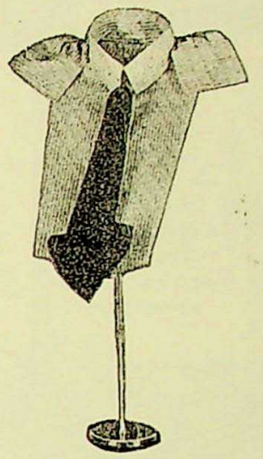
HAT

No. MS35-685 — Men's Hat Displayer. Specially formed top to fit creases. 15/30" ext. Chrome Finish. Each $1.65



ROLLED FRONT SHIRT STAND

No. MS35-688—Men's Shirt Displayer with new rolled front one-piece metal top. Polished Chrome base with black disc trim. 15/30" extension. Each $2.75



SHIRT

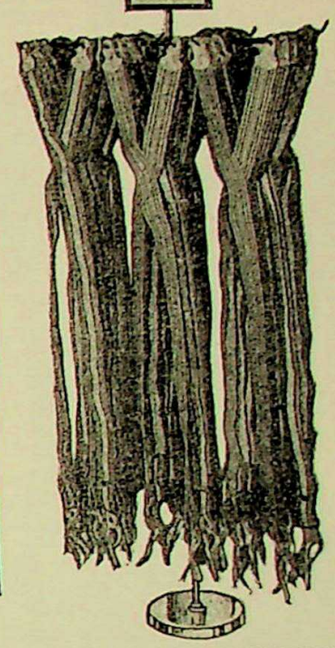
No. MS35-684—Men's Shirt Displayer with balsa wood "wide shoulder shaped top" or "9x18 oblong top." 15/30" ext. Chrome Finish. Each..... $2.35

COLLAR & NECKWEAR

No. MS35-512 — Collar Stand with walnut wood top. 15/30" ext. Chrome Finish. Each $1.95

COAT

No. MS35-604 — Coat Draping Stand. Heavy upright. 20/40" ext. 6" base. Chrome Finish. Each $2.90



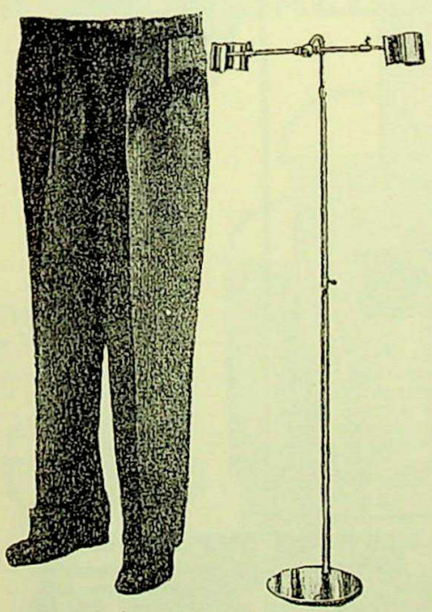
POPULAR SUSPENDER DISPLAYER

For Counter Use

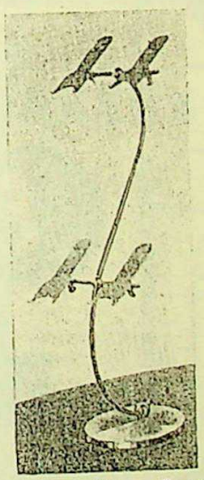
No. MS35S-587—36" high. 6 sets of display arms featuring a dozen or more pair. 5½x3½" card holder. Silvertone Finish. Each..... $2.95
No. MS35C-587—All Chrome Finish. Each $4.50

New Displayer!

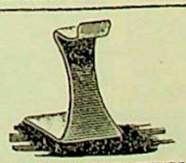
to Feature Men's Trousers



No. MS35-686—A new, patented displayer. Adjustable features to fit all types and sizes of trousers. Heavy 24/48" extensible stand. 7" base. Silvertone Finish. Each $5.00
No. MT-686—Top only. Silvertone Finish. Each..... $3.00



No. MS-495 — Two Pair Shoe Displayer. A smart displayer in Polished Chrome. Ea. $4.50

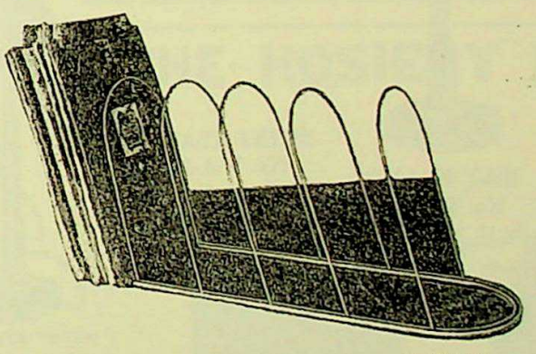


INDIVIDUAL HEEL REST

Bright Nickel Finish. A Heel Rest that shows the shoe.

	Each	Doz.
No. MS-60	08¢	80¢

POPULAR COUNTER SHIRT RACK



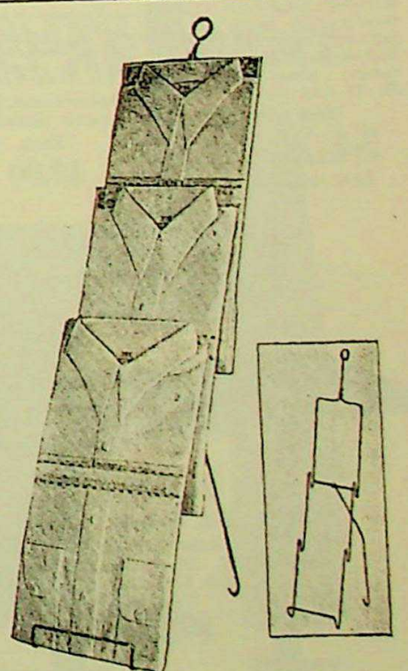
A Real Counter Sales Maker—Shows 24 Shirts

No. MS-2087—A cross counter shirt displayer showing merchandise in an upright tilted position. Takes full or half fold shirts. 26 in. long, 7½ in. wide. 6 display spaces. Silvertone Finish. Each $2.50

Single Shoe Displayer

No. MS-479 4" high at heel, 2" high at front.
Silvertone Finish. Each .... 65¢
Chrome Finish. Each ..... 75¢

No. MS-494 — "Full Vu" Shoe Displayer. Shows heel and toe style of shoes. Polished Chrome Finish. Each $3.00



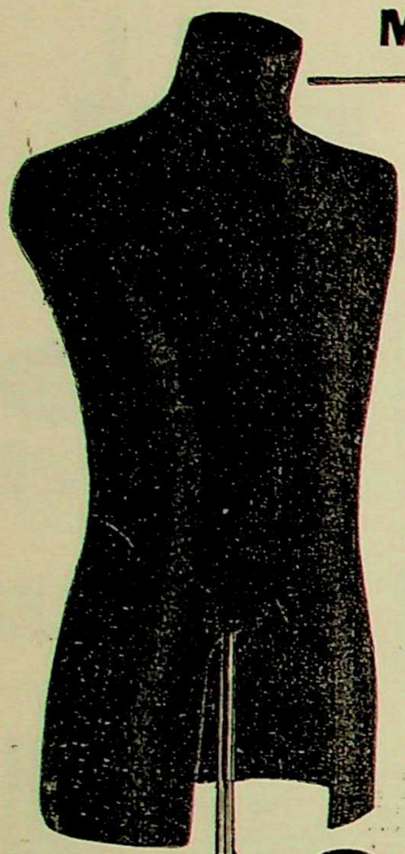
Utility Counter Shirt Easel

No. MR-840 — Heavy Formed Wire Step-Up Display. Features 3 folded or full-length shirts. 25" high. Price ticket holder at top. Brown Lacquer Finish. Each ..... 90¢

Men's Wear Wood Stands

Exquisite Rich Simplicity in Walnut and Chrome

The luxurious richness of walnut wood gives this set a distinctive elegance all its own. A touch of modernism is artistically added by genuine chrome metal trim.



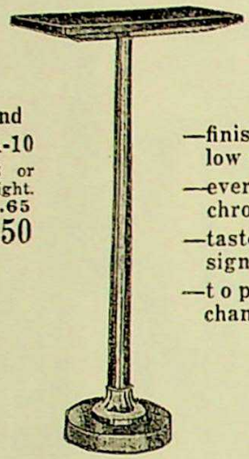
COAT FORM
No. FM-12

Here's the newest development and for every type of suit model. Faultless fitting. Reinforced papier mache with black jersey covering. Regulation ⅝-inch flange. Sizes 35, 36, 37 and 38.

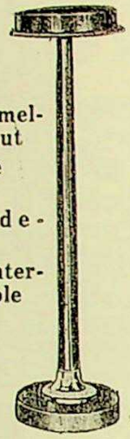
Each
$4.25
Base extra.

$4.25 EACH

Tee Stand
No. WA-10
In 12, 18 or 24-inch height.
Each... $1.65
Per doz. $18.50

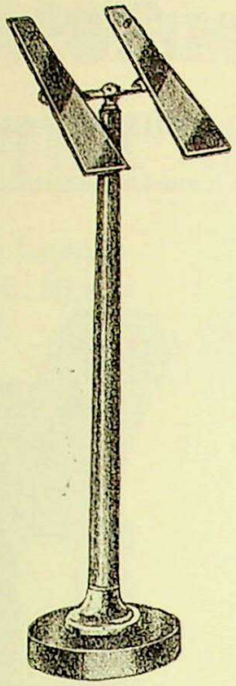


Flat Top Trousers Stand
No. WA-77
In 12, 18 or 24-inch height.
Each $1.65
Per dozen $18.50



—finished mellow walnut
—everbrite chrome
—tasteful design
—tops interchangeable

COLLAR STAND
No. WA-73
In 12, 18 or 24-inch height.
Each $1.65
Per dozen $18.50

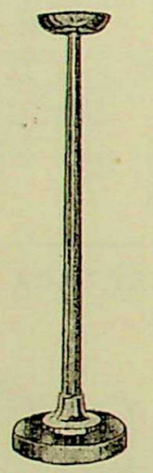


SHOE STAND
No. WA-70
In 12, 18 or 24-inch height. Tops are adjustable to any desired position.
Each $1.75
Per dozen $19.75

MEN'S SHIRT FORM
No. FM-11

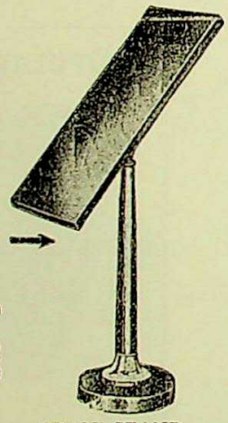
For rapid-fire selling display your shirts on this full-round Form. Reinforced papier mache; with jersey covering. Adjusting ½-in. flange. Sizes 30, 32, 34.

$4.00 EACH



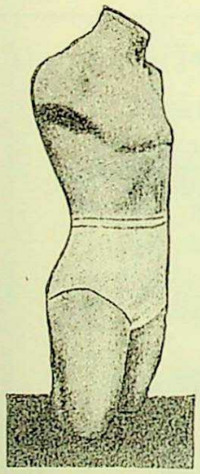
MEN'S FORM BASE
No. WA-425-M
Heavy 8-inch Base. ⅝-inch Standard.
Each
$3.00

HAT STAND
No. WA-75
In 12, 18 or 24-in. height.
Each $1.65
Per dozen $18.50



SHIRT STAND
No. WA-76
Tilting Top
In 12, 18 or 24-inch height.
Each..... $1.75
Per dozen..... $19.75

SHIRT STAND
No. WA-76



No. SW-138/12 — The New "TRU-LIFE" Form. For showing men's shorts, bathing suits and the new "scants" underwear for men. Made of "Durabilt" composition; unbreakable, washable suntan enamel finish. Size 36 only.
Each $13.75

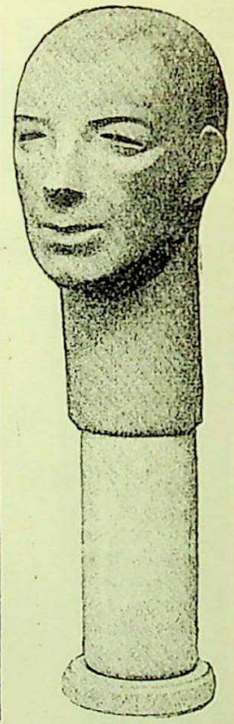
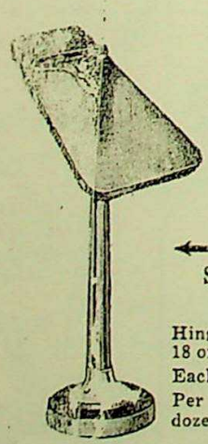


TABLE
No. WA-36
(10x20 Top)
12, 18 or 24-inch heights.
Each
$4.95

Pedestal
No. WA-34
(10x14 Top)
12, 18 or 24-inch height.
Each
$3.50



SHOE STAND
No. WA-71
Hinged Wood Top. In 12, 18 or 24-inch height.
Each..... $1.75
Per dozen..... $19.75

MEN'S HAT DISPLAY HEAD

No. MH-932—Made of plastic composition, finished in Suntan and light brown hair. Head only (Pedestal not included.)
Each $2.45

BASES FOR HEADS

No. MH-200—Made of plastic composition. Choice of three heights—9-in., 12-in. or 15-in. Each..... $1.65
6 for $9.00

"Majestic" Shoe Group

GENUINE POLISHED CHROME

Outstanding Value

Assures Long-Lasting Service and Ultra-Modern Merchandise Presentation

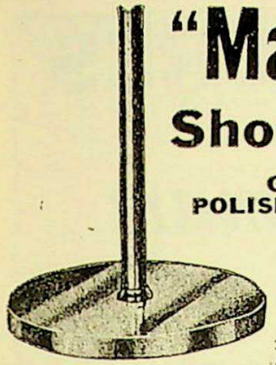


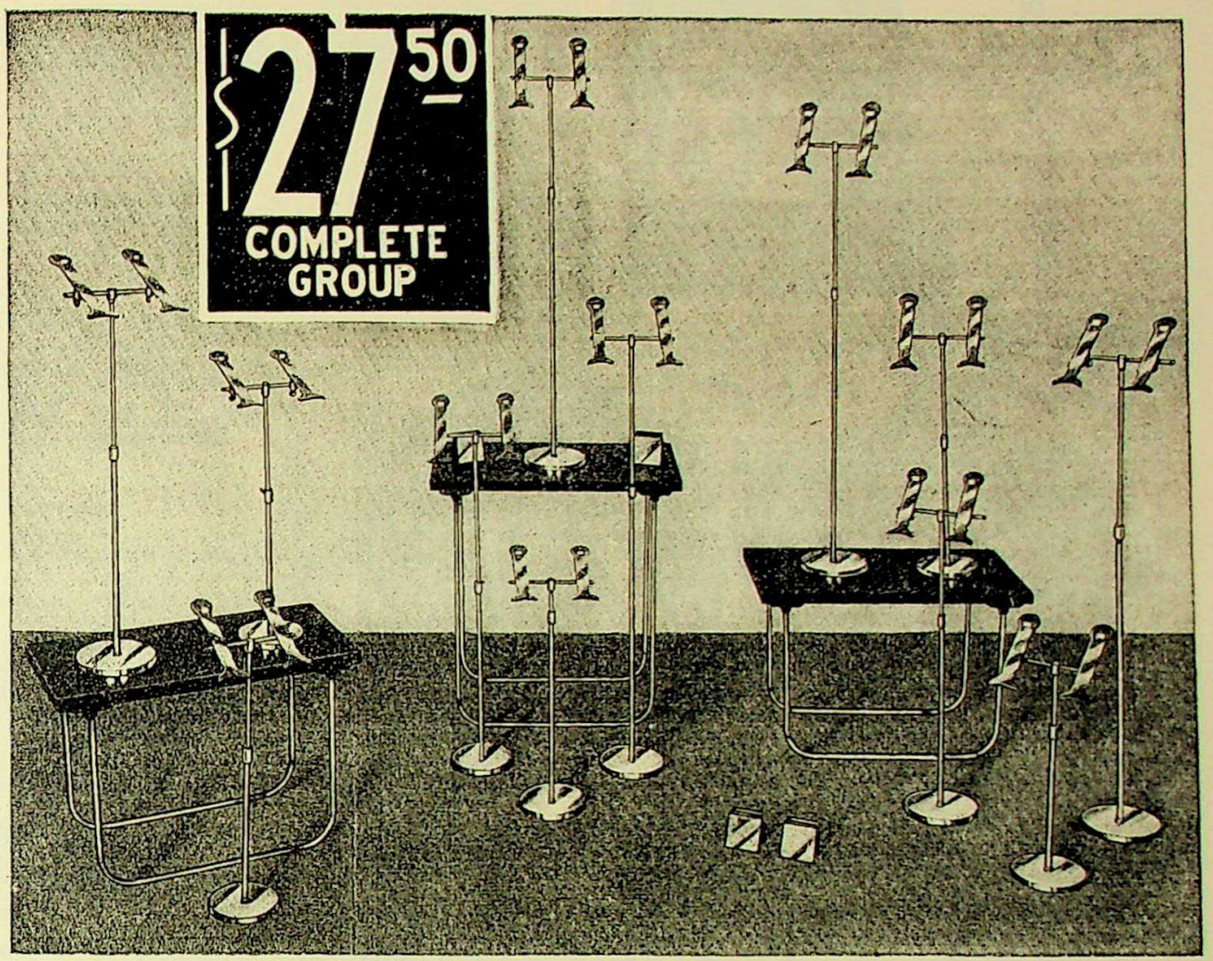
Illustration Features Enlargement of This Beautiful Modern Design Base. Can also be supplied with Black Disc Base Trim at no extra charge.

The "MAJESTIC" Shoe Display Group

Fixtures May Be Purchased Individually at Following Prices:

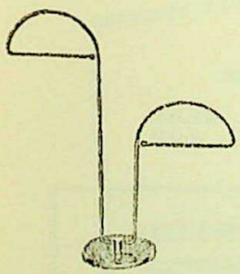
Four No. MS35-481—9/16" ext. Double Shoe Stands. Each	$1.65
Four No. MS35-481—12/22" ext. Double Shoe Stands. Each	1.65
Four No. MS35-481—18/34" ext. Double Shoe Stands. Each	1.65
Four No. MS-432-C—Heel Rests. Per dozen	1.50
One No. MD-1975-C—Table, 18" high, 10x18" Ebony Wood Top. Each	2.95
Two No. MD-1874-C—Table, 12" high, 10x18" Ebony Wood Top. Each	2.95

Group Finished in Genuine Electroplated Polished Chrome. Individual Shoe Holders Brushed Silvertone Finish. Beautiful Ebony Finished Wood Tops for Display Tables



Group illustrated contains 19 individual display units

PROVEN SALES MAKERS FOR THE HOSIERY DEPARTMENT



Double Hosiery

No. MS-507—21" high. 5½" display space. Chrome Finish. Each $2.50

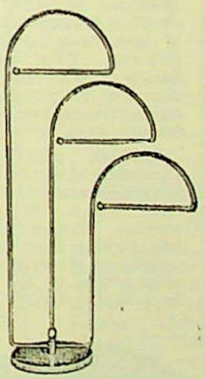
Single Hosiery

No. MS-506—20½" high. 5½" display space. Chrome Finish. Each $1.85

$3.45 EACH

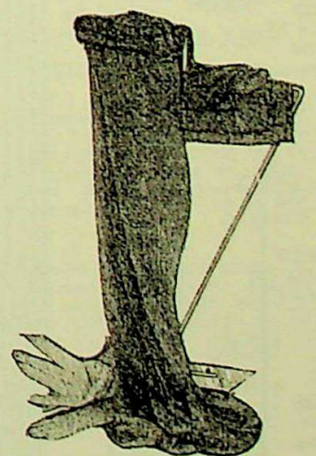
Triple Display

No. MS-509—23" overall. Three 5½" display spaces. Center arm adjustable. Chrome Finish. Each $3.45



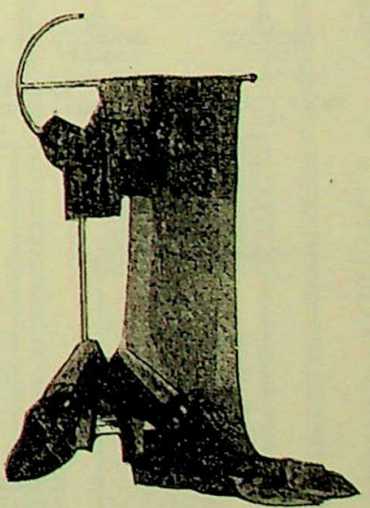
Triple Display

No. MS-508—23" overall. Three 5½" display spaces. Center display arm adjustable. Chrome Finish. Each $3.45



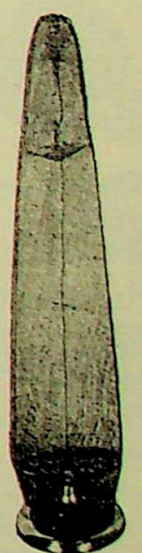
Two-Step

No. MS-1025—16½" height, 4x6" base. Chrome Finish. Each $2.50



Hosiery and Scarf Stand

No. MS-1026—19½" high. Draping arm 12" long, 3x5" base. Chrome Finish. Each $3.50



Hosiery Examiner

No. MS-531 Nickel Finish. Each $2.95

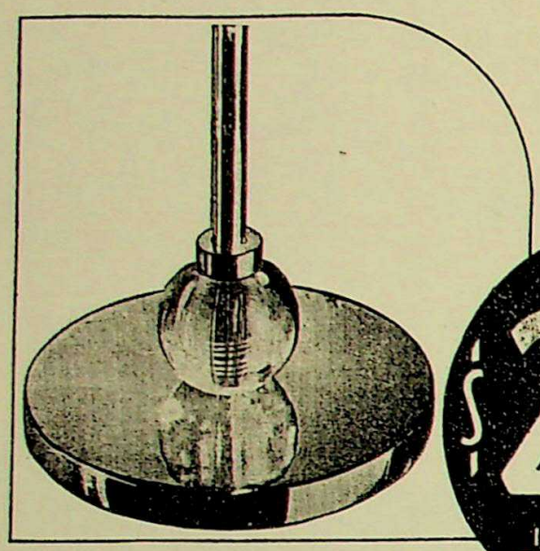
Continental Styling in DISPLAY FIXTURES

refreshingly smart

AT NEW

LOW PRICES

A remarkable offering of smart, new Chrome display fixtures in Continental design. Fabricated of highest quality materials, in popular extensions, with a wide selection of assorted tops.



Design No. MS-36 — Modern sophistication of design is achieved in this beautiful display fixture. Smart, round, cast Chrome base, combined with crystal-clear glass ball, will lend eye-catching beauty to your merchandise presentation.

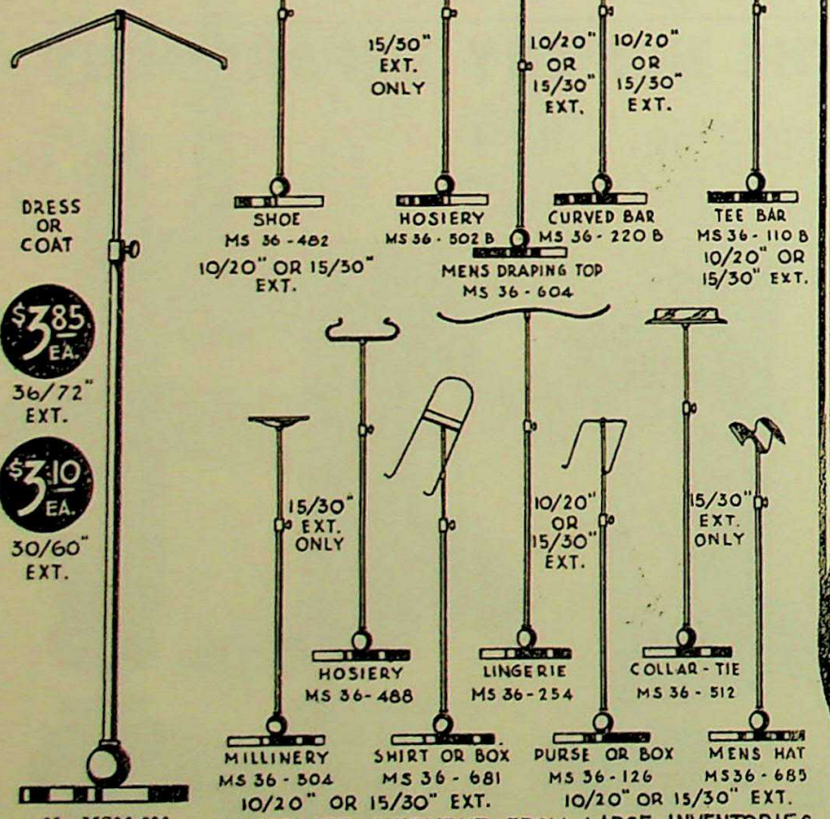
$21.00 PER DOZEN
10/20 AND 15/30 EXTENSIONS ONLY

PRICES FOR COMPLETE FIXTURES

10/20" or 15/30" extension. Each	$ 1.85
Dozen lots. Per dozen	21.00
20/40" ext. Each $2.45 30/60" ext. Each	3.10
36/72" ext. Each $3.85	

BASES FOR

	Each
No. MS36-295 — Millinery Heads. 24", 30" or 36" heights, 5/8" standard, 7" base	$2.00
No. MS36-660—Coat, Shirt or Blouse Forms. 5/8x27" standard, 8" base	2.45
No. MS36-665—Costume Form. 7/8x32" standard, 10" base	3.90



No. MS36-636

IMMEDIATE SHIPMENT FROM LARGE INVENTORIES

BASES FOR

No. MS78-295—Millinery Heads. 24", 30" or 36" heights, 5/8" standard, 7" base. Each	$2.50
No. MS78-660—Coat, Shirt or Blouse Forms. 5/8x27" standard, 8" base. Each	$3.25
No. MS78-665—Costume Form. 7/8x32" standard, 10" base. Each	$4.45

PRICES FOR COMPLETE FIXTURES

10/20" or 15/30" extension. Each	$ 2.20
Dozen lots. Per dozen	25.35
20/40" extension. Each	3.20
30/60" extension. Each	3.60
36/72" extension. Each	4.50

DESIGN No. MS-78

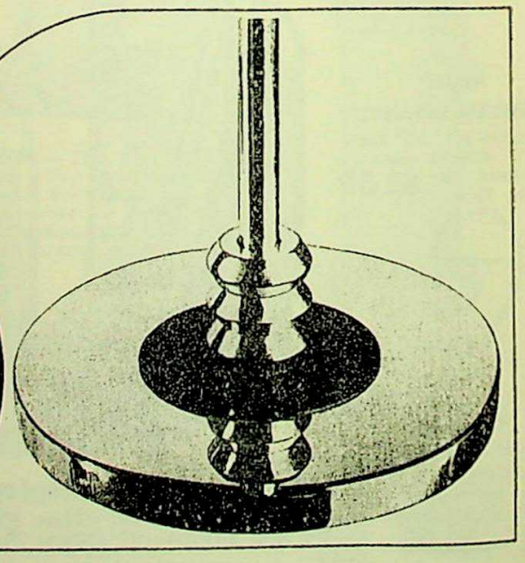
Lend a rich, modern atmosphere to your merchandise through the use of new, up-to-the-minute displays. The natural beauty of your merchandise will be greatly enhanced trimmed on smart, modern fixtures.

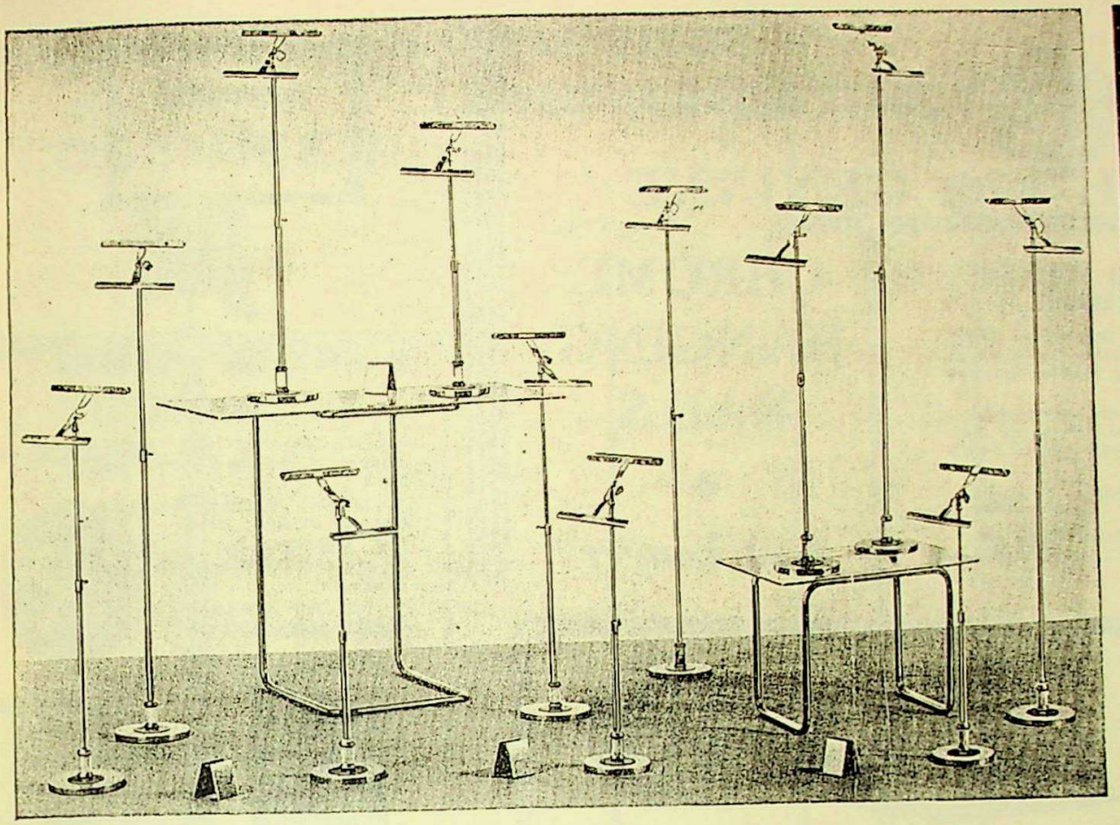
Brilliant polished Chromium of almost everlasting wearability, combine with attractive, modern Chrome, Black and Copper fitments, to create one of the smartest style effects of the year in a display fixture base.

COAT OR DRESS
No. MS78-636

30/60" extension. Each	$3.60
36/72" extension. Each	4.50

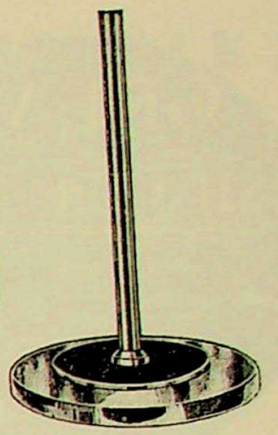
$25.35 PER DOZEN
10/20 AND 15/30 EXTENSIONS ONLY





The "21st Century" Shoe Group Complete as Illustrated Above, $32.50

$32.50 COMPLETE GROUP



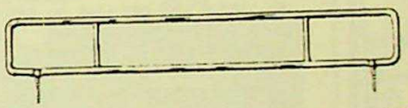
The "21st Century" SHOE GROUP

Fixtures May Be Purchased Individually at Following Prices:

	Each
Four No. MS124-482— 9/16" ext. Shoe Stands	$2.15
Four No. MS124-482—12/22" ext. Shoe Stands	2.15
Four No. MS124-482—18/34" ext. Shoe Stands	2.15
Four No. MS432-C —Heel Rests. Per dozen	1.50
One Large Champion Displayer with 12x14" glass top. Each	3.75
One Small Champion Displayer with 10x16" glass top. Each	3.25

Shoe stands finished in polished Chrome have black second disc. Diamond-shaped fitments above and below catalin column. Heel rests and Champion units in Chrome.

NEW! LOW COST . . . QUALITY RACKS and COSTUMER



DIVIDED RACK SIGN HOLDER
← No. CH-761

$11.00 EACH

OBLONG GARMENT RACK

No. MR-3117—66" high by 48" long. Constructed of heavy-gauge 1 1/16" steel tubing. Equipped with solid hard rubber roller casters. 24" overall spread tube base. Finish is Silver "PLASTICPLATE," a revolutionary, new, durable finish to withstand heavy wear, applied on all parts except uprights and hanging rail, which are polished Chrome Finish. Each $11.00

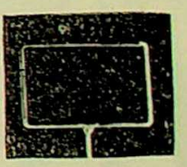
$12.25 EACH

POPULAR TYPE EXTENDED ARM GARMENT RACK

No. MR-3111—66" high by 72" overall length. Constructed of heavy-gauge 1 1/16" tubing. Equipped with solid hard rubber roller casters. 24" overall spread tube base. Uprights and hanging rail in polished Chrome; balance of parts in Silver "PLASTICPLATE," a revolutionary, new, durable finish applied for long wear. Each $12.25

No. CH-764—Full-view, sectional card holder, designed to tell complete sales story. For use on MR-3111 rack only. 4 1/2" high, 50" overall length. 30" center and 10" end sections. Polished Chrome Finish. Each $3.50

(Must be ordered (if wanted) at same time as the above rack so proper screw holes may be provided in rack.)



No. CH-767-M — 7x5 1/2" "Monitor" card holder. One-piece frame with 1/4x3" stem to fit above racks. Silvertone Finish. Each 50¢

No. CH-768-M — 11x7" "Monitor" card holder with 3/8x3" stem to fit above racks. One-piece frame. Silvertone Fin. Each 75¢

$7.85 EACH

COSTUMER

No. MR-3094 — A new, low-priced heavy-duty costumer rack. 66" high upright with 24" x 1 1/16" heavy-wall hanging rail. Equipped with 14" cast disc base with cast ornament. Upright and hanging rail of polished Chrome; balance in Silver "PLASTICPLATE," a revolutionary, new durable finish applied for long wear. Each $7.85

←Heavy 14 inch Cast Base.

GREATER RACK VALUES...

SILVERTONE FINISH with *GENUINE* CHROME HANGING RAILS

Last Longer

THE MOST POPULAR RACK MADE!

Designed to aid merchandise selling. Extended arms provide for additional display space while showing garments to your customers.

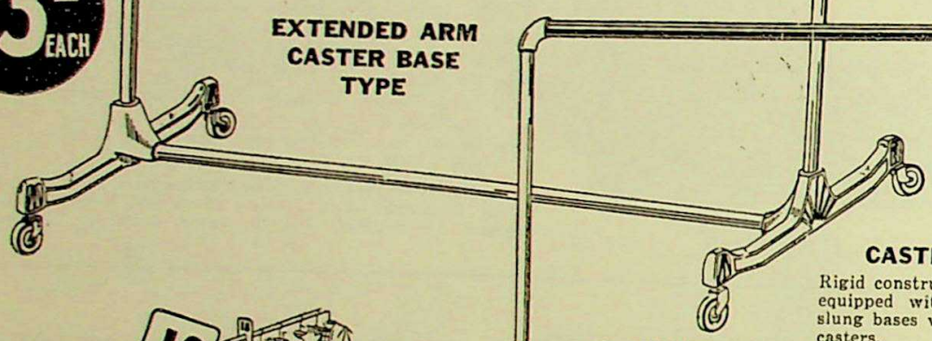
Modern design base—extra strong—with 3" rubber tired casters. 66" high by 72" length overall. Sturdily constructed.

No. MR-3110-S—Silvertone Finish with Chrome Hanging Rail. Each $13.25

No. MR-3110-C—Polished Chrome Finish with Silvertone Fittings. Each $17.45

$13.25 EACH

EXTENDED ARM CASTER BASE TYPE



$11.25 EACH

CASTER BASE TYPE

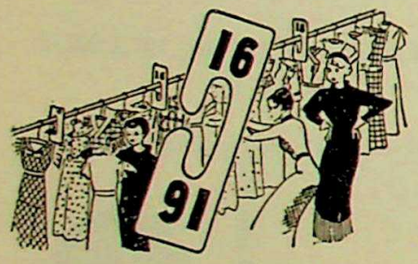
Rigid construction, 1 1/16" tubing, equipped with 16" cast underslung bases with 3" rubber tired casters.

No. MR-315-S—66" high by 72" long. Silvertone Finish. Each $11.25

No. MR-315-C—66" high by 72" long. Chrome Finish with Silvertone fittings $13.75

No. MR-311-S—48" by 66" high. Silvertone Finish. Each $10.45

No. MR-311-C—48" by 66" high. Chrome Finish with Silvertone fittings. Each $12.45

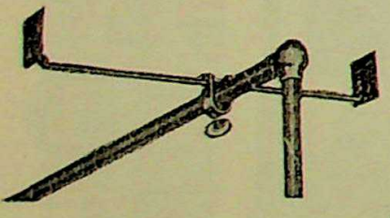


Garment Size Divider

No. GD-273—Keep dresses by sizes on your racks, nine size dividers to the set giving you sizes 14, 16, 18, 20, 38, 42, 44, 46, Ex. Made of 24-ply cardboard and die-cut. Per set 75c

No. MR-311-B—48" x 66". Bronze Finish. Each $10.45

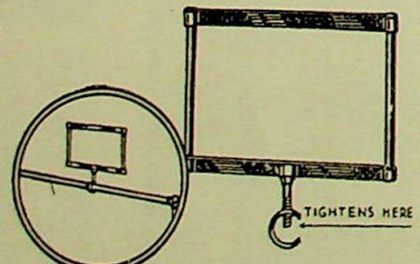
No. MR-316-B—66" x 60". Bronze Finish Caster Base Type. Each $10.90



Rack Cross Bar

No. MR-946—22" spread bar for attachment to oblong garment rack, supplied with adjustable clamp to fit 1 1/16" tubing. Equipped with two ticket holders for 2 1/8 x 2 3/4" tickets. Silvertone finish. Each $1.00

No. MR-946-A—Same as above without ticket holders. Silvertone Finish. Each ..... 65¢

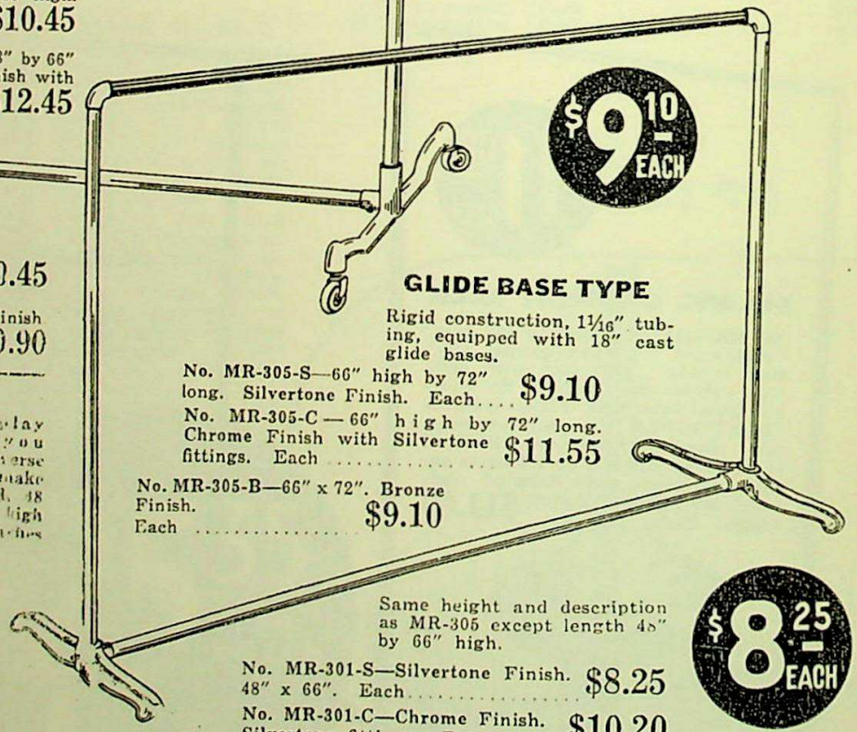


To display skirts you can reverse rods to make a rack 48 inches high by 66 inches long.

CLAMPING CARD FRAME

For Garment Racks, Etc.

No. CH-36—Well made 11x7" tubular frame with strong, self-fastening clamp. Fits your present racks. Statuary Bronze Finish. Each ..... 90¢



$9.10 EACH

GLIDE BASE TYPE

Rigid construction, 1 1/16" tubing, equipped with 18" cast glide bases.

No. MR-305-S—66" high by 72" long. Silvertone Finish. Each $9.10

No. MR-305-C—66" high by 72" long. Chrome Finish with Silvertone fittings. Each $11.55

No. MR-305-B—66" x 72". Bronze Finish. Each $9.10

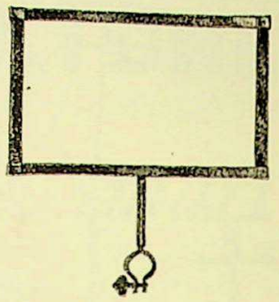
Same height and description as MR-305 except length 48" by 66" high.

No. MR-301-S—Silvertone Finish. 48" x 66". Each $8.25

No. MR-301-C—Chrome Finish. Silvertone fittings. Each $10.20

No. MR-301-B—48" x 66". Bronze Finish. Each $8.25

$8.25 EACH



RACK SIGN HOLDERS

For attaching to oblong garment rack, clamp to fit 1 1/16" tubing.

No. MR-760—For 7x5 1/2" card. Silvertone or Bronze Finish. Each $0.75

No. MR-761—Same as above. Chrome Finish. Each $1.10

No. MR-762—For 11x7" card. Bronze or Silvertone Finish. Each $0.90

No. MR-763—Same as above. Chrome Finish. Each $1.20

Rack Size Divider

Keep dresses by sizes on your racks. Clip fits 1 1/16" rack tubing. Holds tickets both sides, size 2 1/4 x 2 3/4".

No. MR-381-S—Silvertone Finish. Each ..... 30¢

No. MR-381-C—Chrome Finish. Each ..... 50¢

Beautiful . . . Modern . . . Sturdy COSTUMER

MR-3089

No. MR-3089S

$9.10 EACH

SILVERTONE FINISH CHROME HANGING RAIL

No. MR-3089C

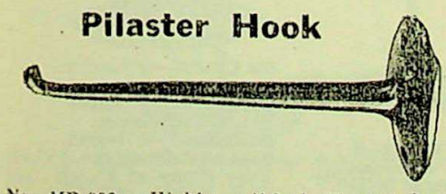
POLISHED CHROME FINISH with Silvertone Trim

The nation's leading costumer value. Sturdily constructed, extra heavy 14" base. 66" high. 24" hanging rail. 7x5½" card holder.

$9.75 EACH

Is there any display fixture or display material you require? Write us and we will furnish the product or information where it may be obtained.

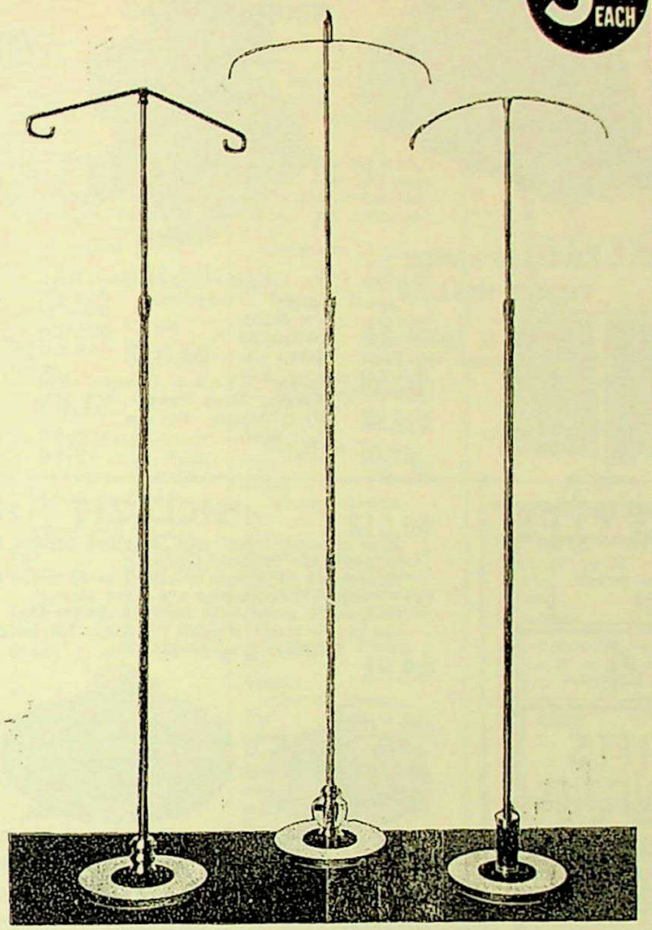
Pilaster Hook



No. MR-902 — Highly polished 6" cast hook
Bronze or Silvertone. Each ..... 50¢
Polished Chrome. Each ..... 75¢

REAL VALUE . . . CHROME DRESS STANDS

$3.95 EACH



No. MS-74-636

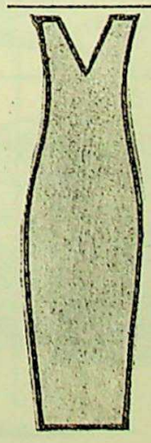
No. MS-74-636 — New Chrome Finish modern dress stand with three diamond-shape chrome metal trim fittings. ⅝x⅜" standard, 36/72 extension. Round formed top. 8" solid cast disc base with 4" black fiber second disc. Each $3.95

No. MS-75-641

No. MS-75-641—Beautiful, up-to-date Chrome Finish stand with crystal glass ball, 2½" diameter, between two chrome plated diamond-shape fittings. 8" round cast disc base with 4" black fiber second disc. ⅝x⅜" standard, 36/72 extension. Flat curved stock gooseneck garment top. Each $3.95

No. MS-76-639

No. MS-76-639—The base of this dress stand is ebony black wood, 1½" in diameter by 2" high, with ribbed chrome fittings top and bottom. The 8" round cast disc base has a 4" black fiber second disc. ⅝x⅜" standard, 36/72 extension, all Chrome Finish. Flat stock formed top No. 639. Each $3.95



The New "STYLEFIT" Dress Displayer

No. MS-189—Shapely fiber-board cut-out that tremendously improves the appearance of the garment displayed. Fitted with ingenious new style clamp that holds tight on any [illegible] stand. Edges attractively bound with heavy tape. Enables anyone to make neat, attention-compelling displays.

Packed 12 in carton. Per dozen $3.60
Packed 6 in carton. 6 for $2.10
Packed 3 in carton. 3 for 1.20

INCOMPARABLE VALUE . . . COSTUMERS

24-INCH HANGING RAIL Duro Finish

$4.25 EACH

Sturdily constructed of 1 1/16" tubing. Hanging rail 66" high. Heavy 18" cast base. 5" open card holder.
No. MR-924-D—Duro Enamel Finish. Each ... $4.25

SILVERTONE FINISH

$5.10 EACH

No. MR-924-S—Silvertone Finish with Chrome 24" Hanging Rail. Each $5.10
No. MR-924-B — All Bronze Finish. Each ... $5.10

CHROME FINISH

$6.75 EACH

No. MR-924-C—Polished Chrome with Silvertone Trim. Each. $6.75

30-INCH HANGING RAIL Duro Finish

$4.80 EACH

A heavier costumer with greater hanging space. Sturdily constructed of 1 1/16" tubing. Hanging rail 66" high. Heavy 22" cast base. 5" open card holder.
No. MR-925-D—Duro Enamel Finish. Each .. $4.80

SILVERTONE FINISH

$6.85 EACH

No. MR-925-S—Silvertone Finish with Chrome 30" Hanging Rail. Each $6.85
No. MR-925-B — All Bronze Finish. Each .. $6.85

CHROME FINISH

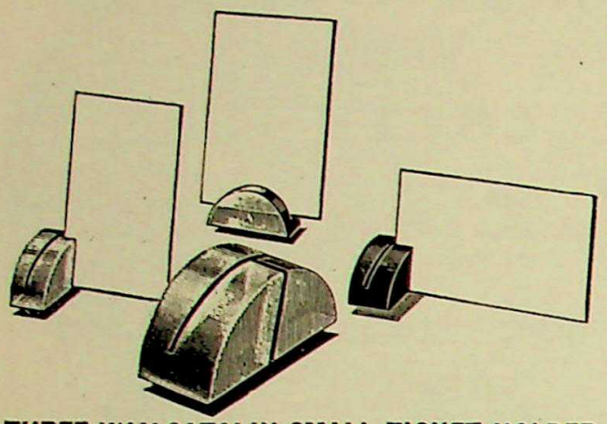
$7.90 EACH

No. MR-925-C—Polished Chrome with Silvertone Trim. Each. $7.90

TELESCOPE CASE BRACKET

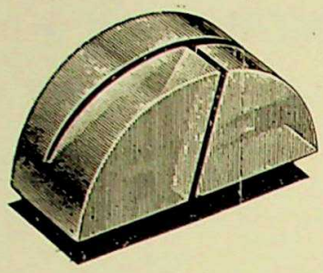
No. MR-09—Garment case bracket. Fastens to wall or pilaster. Telescopes to 12" length.
Bronze or Silvertone. Each $1.70
Polished Chrome. Each $2.10

NEW! Catalin Ticket Holders, Heel Rest, Purse Easels and Shoe Horns



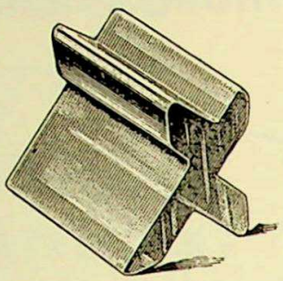
THREE-WAY CATALIN SMALL TICKET HOLDER

No. CH-702—Exact size of illustration. Crystal Transparent and Blue Transparent, Rose Transparent, Green Transparent, Amber Transparent, Red Opaque, Brown Opaque, Black Opaque, White Opaque. Per box of 50 ..... $3.75
Per 100 ..... $7.00



CATALIN LARGE TICKET HOLDER

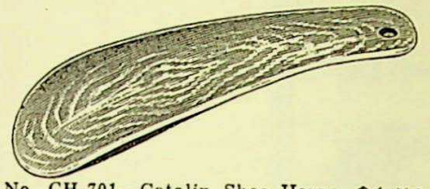
No. CH-707 — 2/3 actual size. Crystal Transparent or Black Opaque
Per dozen $3.50
Half gross $18.00
Gross 35.00



No. CH-700—Catalin Heel Rest. Crystal Transparent. Per dozen $1.85
Half gross $10.20
Gross 19.20

Colors: Brown Opaque, Red Opaque, Black Opaque, White Opaque. Per doz $1.65
Half gross ..... $ 9.00
Gross 16.80

CATALIN EASEL
For Purses and Bags
Colors: Glossy Black or Clear (resembling glass).
No. CH-704—Base 2¾". 3¾" high. Per dozen $3.60
No. CH-705—Base 3¼". 4¾" high. Per dozen $4.20

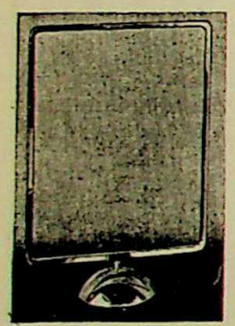


No. CH-701—Catalin Shoe Horns. Assorted colors. Per dozen $1.50

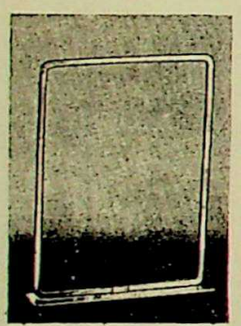
Fountain Service . . . Menu and Sign Holders

POPULAR HANGING TYPE Department Sign holder

No. CH-784 — Neat "MONITOR" one-piece frame, divided, hanging departmental sign holder. Upper section of frame features department number, lower section sufficiently large for listing of items sold in department. Top card, 5⅛x14". Bottom card, 17x14". Equipped with two screw eyes for hanging chain. Polished Chrome Finish. Each $3.30

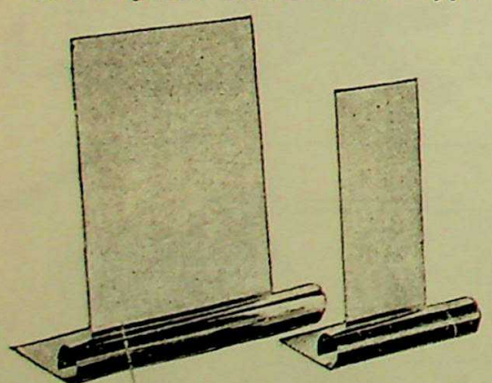


No. CH-2170 — Smart "MONITOR" 11x14" vertical frame attached to modern streamlined base, for soda fountain or window use. Polished Chrome Finish. Each $2.50



No. CH-2183—11x14" vertical frame for menus and fountain use. "MONITOR" construction. Mounted to flat steel, felted base. Polished Chrome Finish. Each $2.50

The Popular Rolled Front Type



No. CH-759—Large size. 11" wide by 12" high. Chrome Finish. Each $1.25

No. CH-758 — Small size. 7" wide by 10" high. Chrome Finish. Each $1.00

"HOLDZIT" HOLDERS

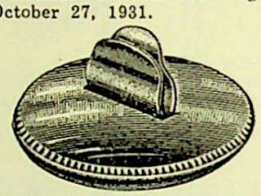
Made of heavy metal with weighted beaded base. Attractive, economical and a very practical "Holdzit" Holder.

Fingers can be opened or closed to fit thick or thin cards and bent to hold card at an angle. Illustrations are exact sizes.

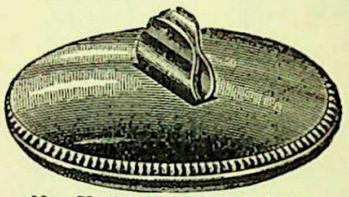
Finished in a beautiful lustrous nickel that is rust-proof and will not tarnish. Use two or more "Holdzit" Holders for long or large cards.

Patented October 27, 1931.

No. K-110—Weighted. Diameter of base ⅞ in. Per doz. 40¢
Per gross $4.00

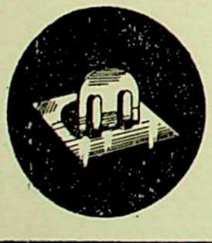


No. K-114—Weighted. Diameter of base 1⅛ in. Per dozen 60¢
Per gross $6.00



No. K-120—Weighted. Diameter of base 1½ in. Per dozen ..... 90¢
Per gross $9.00

CHROME TICKET HOLDERS



No. CH-249—1¾x1¾" base, 1" height. For Windows, Counters, Display Tables, etc. The handiest, lowest price unit ever developed. Genuine Chrome Finish throughout. Per dozen 50¢

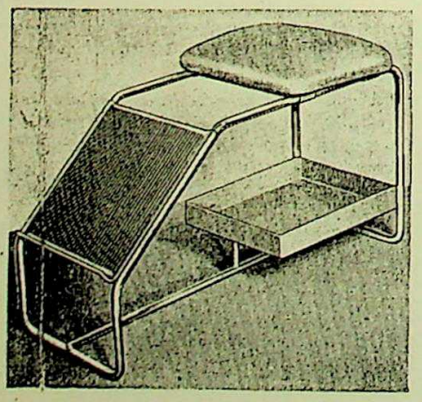
MINIATURE CARD HOLDER

No. 950 — 1¼" steel base with spiral holder of formed wire. Silvertone Finish. Per doz. $1.00
Per 100 ..... $7.95

CHROME SHOE FITTING STOOL

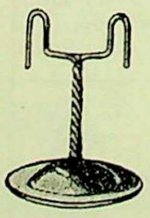
No. MS-1043 — A sturdy, beautifully designed shoe stool. Constructed of ½" round solid steel rod. 25" overall length, 13" overall height, with 10" overall width. Sturdy foot rest of heavy-gauge steel, covered with black ribbed rubber matting with Chrome edging. Seat beautifully upholstered in green leather. Chrome Finish. (Without tray.) Each $7.00

No. MS-1043-T—Chrome shoe fitting stool, same as above, except equipped with findings tray underneath seat, as illustrated. Size of tray, 9" x 11½" x 1½" deep. Each $7.85

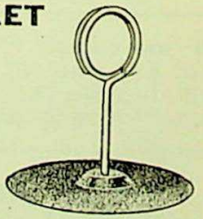


No. MS-1043-T

UTILITY TICKET HOLDERS



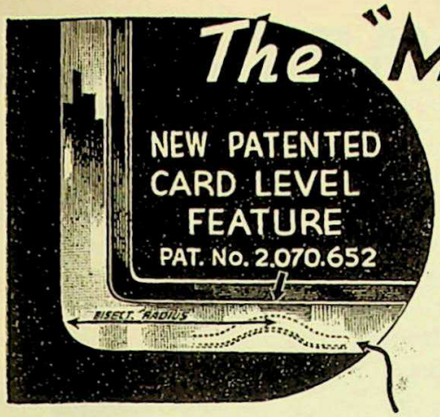
No. CH-607-X 1¾" steel base, 2" overall height. Bronze, Silvertone Finish. Per dozen $1.90



No. CH-715—2" height. Base 2⅞" diameter.
No. CH-716—4" height. Base 2⅞" diameter.
No. CH-717—6" height. Base 2⅞" diameter.
Your choice of 2", 4" or 6" height. Silvertone Finish. Per dozen $2.00
50 for $8.00

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

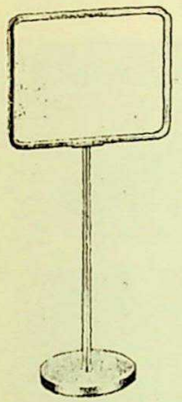
The "MONITOR"



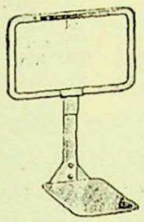
Riser bisects radius of corner for proper alignment of card to hold the card perfectly level with frame.

A NEW AND TRULY SMART CARD HOLDER

Distinctiveness and individuality are embodied in the conservatively modern and beautiful "Monitor" card frame. A one-piece frame, simply yet ruggedly constructed, they will create a pleasing effect in your merchandise pricing.



No. CH-725-M
No. CH-726-M
No. CH-728-M



No. 96-M
No. 97-M
No. 98-M
No. 99-M

No. CH-725-M—7x5½" frame, 4" base, ⅜x10" stem. Standard attached to frame.

Silvertone Finish. Per dozen $11.50

Chrome Finish. Per dozen $16.50

No. CH-726-M—11x7" frame, 4½" base, ⅜x12" stem. Standard attached to frame.

Silvertone Finish. Per dozen $12.50

Chrome Finish. Per dozen $19.10

No. CH-728-M—14x11" frame, 5" base, ⅜x15" stem. Standard attached to frame.

Silvertone Finish. Per dozen $16.50

Chrome Finish. Per dozen $25.00

No. 96-M—5½ x 3½" frame, 8 or 10" overall height, spring steel stem, 3x4" stamped base.

Silvertone Finish. Per dozen $5.50

Chrome Finish. Per dozen $8.25

No. 97-M — 7 x 5½" frame, 12 or 14" overall height, spring steel stems, 4x5" stamped base.

Silvertone Finish. Per dozen $6.30

Chrome Finish. Per dozen $10.00

No. 98-M — 11 x 7" frame, 15 or 17" overall height, spring steel stems, 5x6" stamped base.

Silvertone Finish. Per dozen $8.90

Chrome Finish. Per dozen $13.00

No. 99-M — 14 x 11" frame, 19 or 21" overall height, spring steel stems, 5x6" stamped base.

Silvertone Finish. Per dozen $10.35

Chrome Finish. Per dozen $16.50

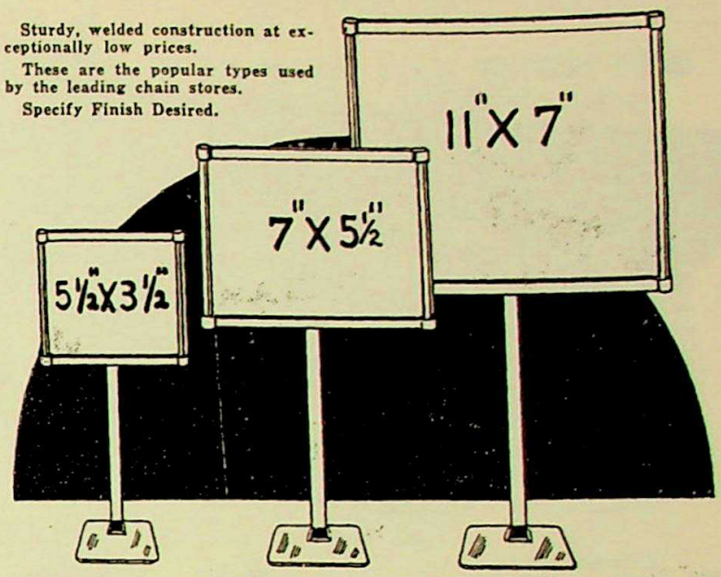
Popular Type Syndicate Card Holders

Bronze, Silvertone, or Chrome Finishes

Sturdy, welded construction at exceptionally low prices.

These are the popular types used by the leading chain stores.

Specify Finish Desired.



No. CH-96 — 5½x3½" frame, 8" or 10" overall height. Bronze or Silvertone. Per dozen $3.40

No. CH-96-C—5½x3½" frame, 8" or 10" overall height. Polished Chrome Finish. Per dozen $5.70

No. CH-97 — 7x5½" frame, 12" or 14" overall height. Bronze or Silvertone Per dozen $3.85

No. CH-97-C — 7x5½" frame, 12" or 14" overall height. Polished Chrome Finish. Per dozen $6.45

No. CH-98—11x7" frame, 15" or 17" overall height. Bronze or Silvertone. Per dozen $5.30

No. CH-98-C — 11x7" frame, 15" or 17" overall height. Polished Chrome Finish. Per dozen $8.35

FOR 14x11 CARDS

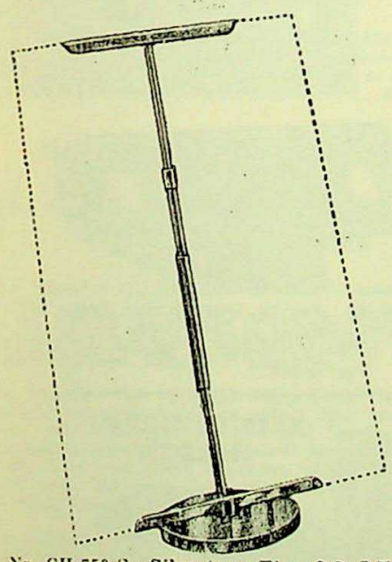
No. CH-99—14x11" frame, 19" or 21" overall height. Bronze or Silvertone. Per dozen $7.90

No. CH-99-C—14x11" frame, 19" or 21" overall height. Polished Chrome Finish. Per dozen $10.00

Vertical type card frames are also available at the above prices. Specify when ordering if vertical type is desired.

Vertical type frames are made to order and shipped direct from factory.

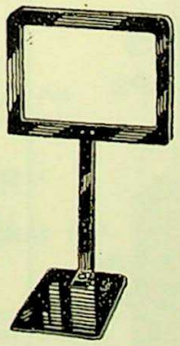
Window Card Holders



No. CH-750-S—Silvertone Finish. Each $2.25

No. CH-750-C—Polished Chrome. Each $2.75

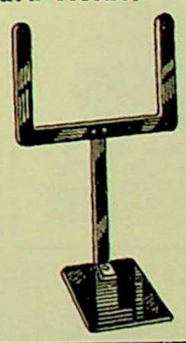
Extends to 7x11" up to 14x22" window cards.



Spring Type Frame, Closed Top Card Holder

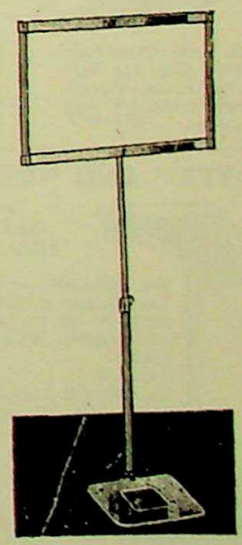
No. CH-181—Sturdy, one-piece, stamped frame. Holds 7 x 5½" card. 8" stem. Statuary Bronze Plated Finish. Yours for— Per dozen $3.25

Open Frame Type Card Holder

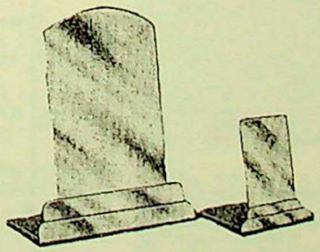


No. CH-124—The LOWEST PRICED good card holder available. Hundreds of thousands in use. Holds 7x5½" or larger card. Statuary Bronze Plated or Silvertone Plated Finish. 8-in. stem. Per dozen. $3.00

No. S-511—Made to hold 11x7" card. Statuary Bronze Plated or Silvertone Plated Finish. 11-in. stem. Per dozen. $3.75



No. CH-730



Smart.....Modern

FELTED BASES

No. CH-75 5-S—Silvertone Finish. Per dozen .. $3.40

No. CH-75 -C—Chrome Finish. P dozen .. $5.10
Holds 1 11x7" cards.

No. CH-75 Silvertone Finish ozen .. $4.95

No. CH-75 me Finish. P $9.50
Holds u cards.

EXTENSIBLE TYPE

New Channel Frame Construction

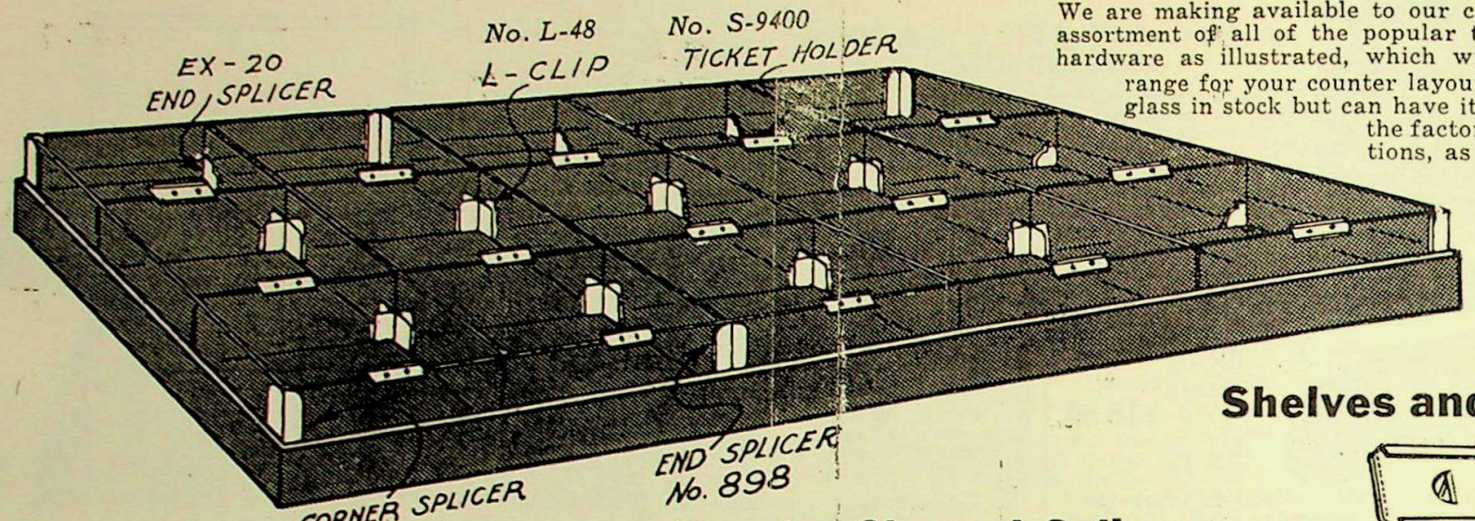
No. CH-730—For 11x7" cards. 10/20" ext. 5x6" flat cast base. Bronze or Silvertone Finish. Each ..... 90¢
Per dozen lots $10.40

No. CH-731 — For 14x11" cards. 10/20" ext. 5x6" flat cast base. Bronze or Silvertone Finish. Each $1.10
Per dozen lots $12.25

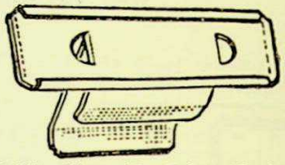
Be sure to specify whether you wish Bronze or Silvertone Finish.

COMPLETE COUNTER BIN HARDWARE . . . . .

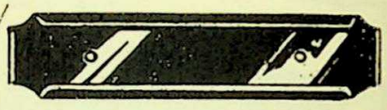
We are making available to our customers a complete assortment of all of the popular types of counter bin hardware as illustrated, which will allow you to arrange for your counter layouts. We do not carry glass in stock but can have it shipped direct from the factory. Write for quotations, as the prices fluctuate.



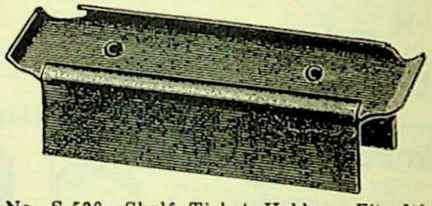
Price Ticket Holders for Shelves and Partitions



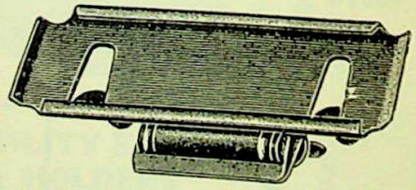
No. S-9400—Glass Partition Holder. Fits up to ¼" glass. For 2⅞x⅞" price tickets. Bronze or Silvertone. Per 100 ..... $2.40



No. S-527—Bin Ticket Holder for mounting to wood shelves with tacks. For 2⅞x⅞" price tickets. Bronze or Silvertone. Per 100 ..... $2.25

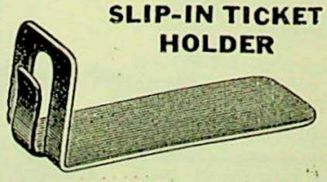


No. S-528—Shelf Ticket Holder. Fits ⅛" wood shelves. For 2⅞x⅞" price tickets. Bronze or Silvertone. Per 100 ..... $4.30



No. S-591 — Spring Clip Ticket Holder. Fits all partitions up to ⅜". For 2⅞x⅞" price tickets. Bronze or Silvertone. Per dozen ..... 75¢

SLIP-IN TICKET HOLDER



For Pricing Package and Shelf Goods. No. CH-712—2" long by 1" wide. Bronze or Silvertone. Per 100 ..... $2.50

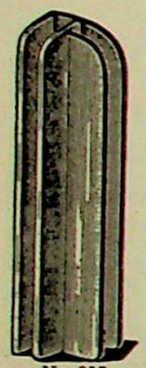
Popular Channel Splicers

Plain Type

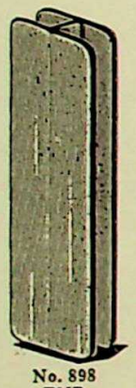
For ¼" Glass

	Silvertone Per 100	Polished Nickel Per 100
2" high	$4.50	$ 5.95
3" high	5.10	6.60
4" high	5.80	6.75
5" high	6.00	7.60
6" high	6.35	9.00
7" high	7.40	9.60
8" high	8.00	10.35

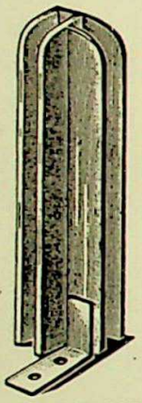
Silvertone or Polished Nickel Finish. Specify height and finish when ordering.



No. 897 CORNER



No. 898 END



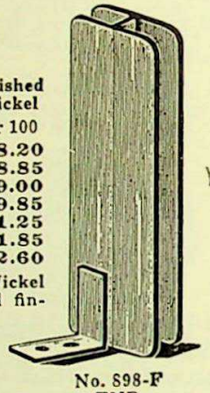
No. 897-F—CORNER

Flange Type

For ¼" Glass

	Silvertone Per 100	Polished Nickel Per 100
2" high	$6.75	$ 8.20
3" high	7.35	8.85
4" high	8.05	9.00
5" high	8.25	9.85
6" high	8.60	11.25
7" high	9.65	11.85
8" high	10.25	12.60

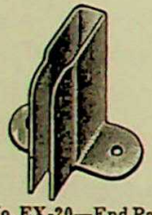
Silvertone or Polished Nickel Finish. Specify height and finish when ordering.



No. 898-F END

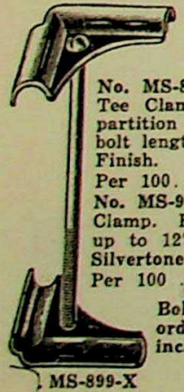
Glass Clips

No. L-48—Cross Partition Clip for 3/16" or ¼" Glass. Silvertone Finish. Per 100 .... $1.30



No. EX-20—End Partition Clip for 3/16" or ¼" Glass. Silvertone Finish. Per 100 .... $2.85

"TEE" AND "CROSS" CLAMPS for GLASS SHELVES



No. MS-899-X — Corner and Tee Clamp combined. Fits partition up to 12". Specify bolt length. Silvertone Finish. Per 100 ..... $12.00

No. MS-900 — Cross Glass Clamp. Equipped with bolts up to 12". Specify length. Silvertone Finish. Per 100 ..... $20.00

Bolts must be ordered in even inch lengths.

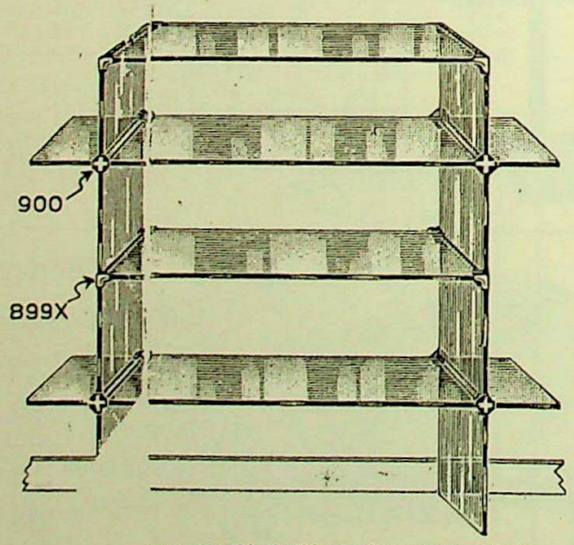
MS-899-X

No. MS-900

OVER COUNTER BUILD-UPS of GLASS and MS-899-X and MS-900 CLAMPS

One of Many Possible Build-Ups for Over-Counters

The many attractive cross-counter build-up displays you see today are a result of the use of the No. MS-899-X and MS-900 cross clamps. Literally any shape or form can be built to suit the peculiarity of the display with glass from your own stores with these handy build-up clamps.



Many possible build-ups for over-counters

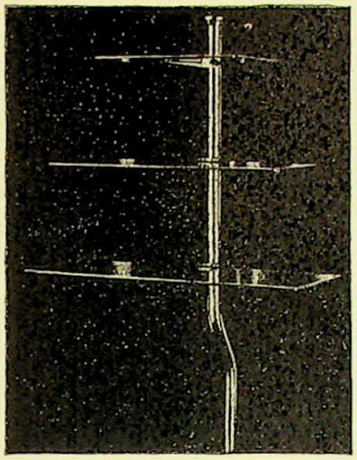
Most Practical SYNDICATE STORE BACK-COUNTER FIXTURES

TOILETRIES

COSMETICS

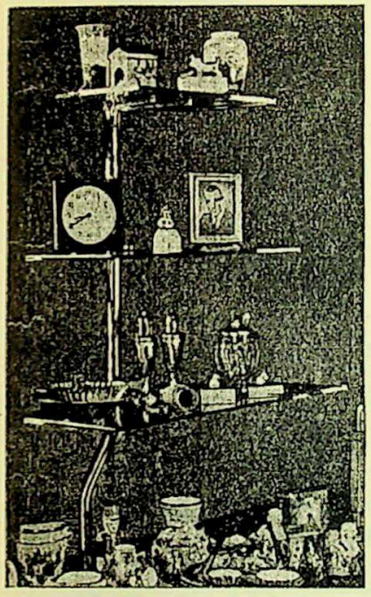
GIFTS

$9.00 EACH



without glass

No. MS-644



No. MS-645
With Glass

"THE SALES BUILDER"

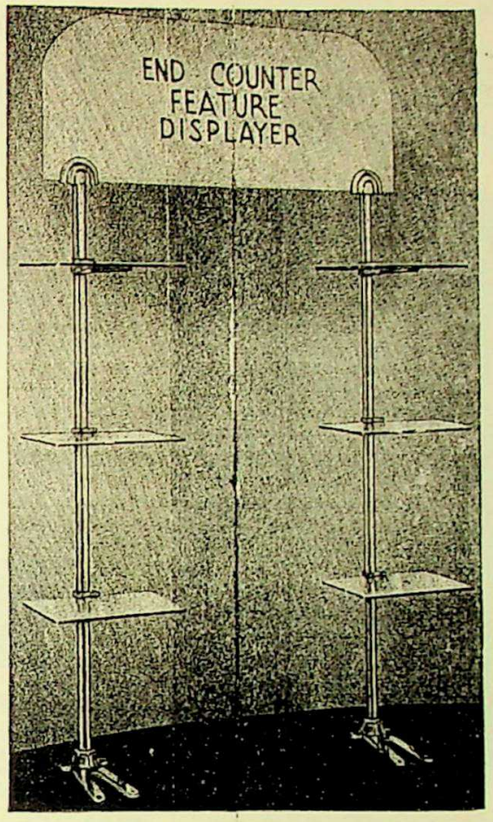
The Greatest Display Profit Maker for Variety Stores

The "SALES BUILDER" is today's most popular back-counter glass shelf display fixture. It has been adopted by the leading syndicates to provide feature spot display location for important long-profit items and for the additional counter footage it provides.

No. MS-644—The "SALES BUILDER" is 72" high, made of heavy-duty 1 1/16" tubing, offset over counter. Fastens to floor with half-flange base and back-counter bracket. Upright notched for rigid shell bracket grip. Equipped with three cast shelf brackets, with fiber set screws to hold glass shelves. Decorative top fitting. All Polished Chrome Finish. Without glass, each.. $9.00

No. MS-645—Same as above, equipped with three polished-edge glass shelves. Bottom shelf 10x24", center shelf 8x20", top shelf 8x14". Each $11.70

No. MS-707—A handy little clip for attachment to above illustrated glass shelves to hold lace and crepe paper border decoration or price tickets. Weight per 100, ½ lb. Silvertone Finish. Per 100..... $2.00



No. MS-670

FLEXIBLE END COUNTER FEATURE DISPLAYER

An all-metal arch "Feature End" display readily removable from one counter to another. Eliminate costly home-made end features in your stores by supplying this staple fixture which may be used for years to come. Takes, as illustrated, any type feature card in almost any shape or length. Note adjustable glass shelf brackets and hanging arm attachments at lower right.

No. MS-670—Two sturdy 1 1/16" standards, 42" height, with 4" round cast flange bases to fasten to counter. Top ends with decorative attachment plates top of each standard for attaching cross counter feature card. Equipped with six shelf brackets to hold glass shelves from 4" x 6" to 12" x 30". Not equipped with glass. Polished Chrome Finish. Set of Two Uprights..... $16.50

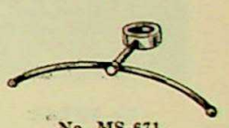
No. MS-669-S—Bracket to hold glass shelf to slip 1 1/16" feature uprights on display No. MS-670. Silvertone Finish. Each.. $1.20
No. MS-669-C—Chrome..... $1.45

No. MS-669-S

No. MS-668—¼" x 12" tee bar attached to flange, to slip uprights on No. MS-670. Chrome Finish. Each $1.25

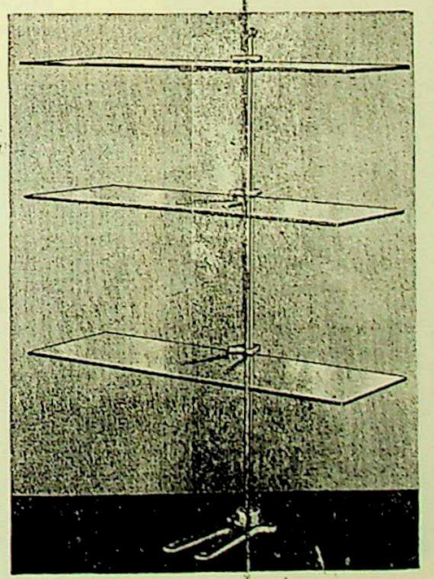
No. MS-668

No. MS-671—¼" x 12" curved bar attached to flange, to slip uprights on No. MS-670. Chrome Finish. Each..... $1.25



No. MS-671

LOW PRICED BACK-COUNTER 3 SHELF DISPLAYER

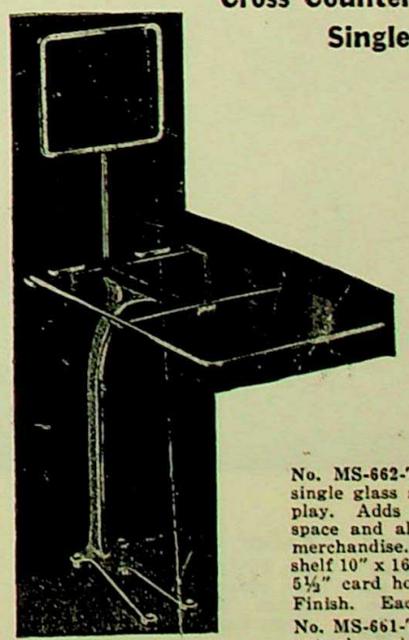


No. MS-650—A Back-Counter Glass Triple-Shelf Display. Takes shelves up to 30". Standard 5/8" x 30" height. Equipped with three 8" x 24" glass shelves. An inconspicuous, yet highly effective feature displayer. Bootjack base. Chrome Finish. Each..... $7.75

No. MS-649—Same as above without glass shelves. Each..... $5.50

"FIFTH AVENUE"

Cross Counter Single Glass Shelf Display



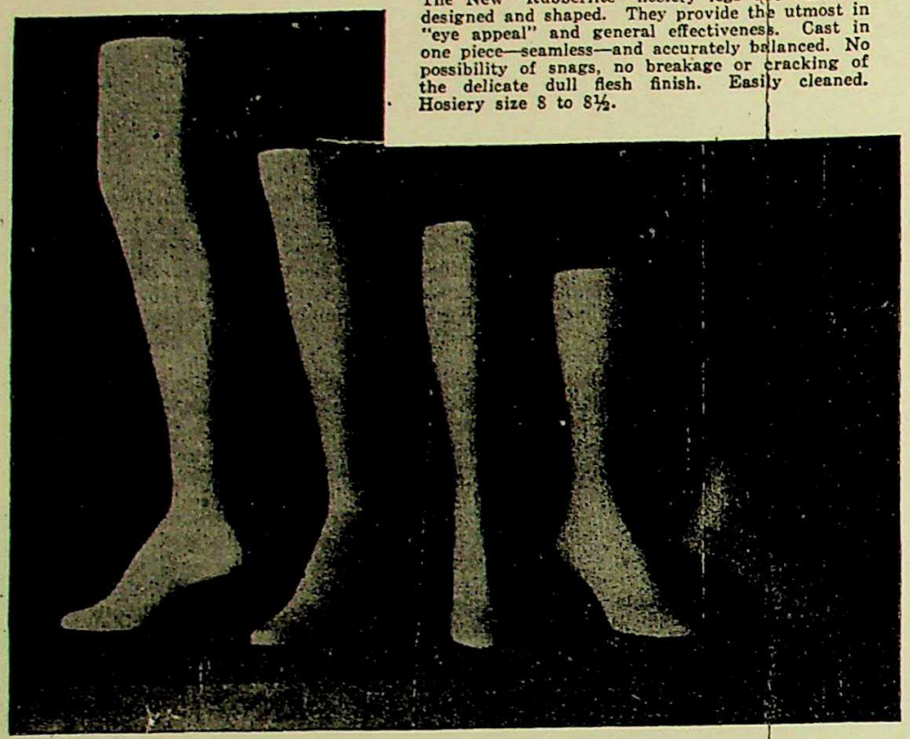
No. MS-662-T—Here is the famous single glass shelf cross counter display. Adds that additional display space and allows for featuring bin merchandise. 16" high. With glass shelf 10" x 16". Equipped with 3½" x 5½" card holder. Chrome Finish. Each..... $5.15

No. MS-661-T—Same as above without glass shelf. Each..... $4.40

RUBBER DISPLAY HANDS and HOSIERY DISPLAYERS

Perfectly firm and rigid yet resilient enough under heavy pressure or knocks to be unbreakable and impervious to dents. This unbreakable feature makes them the most economical equipment you can buy.
Atmospheric conditions or age do not affect these forms, therefore they do not warp or split.
The natural flesh color finish does not chip or crack. Its perfectly smooth unbreakable texture is insurance against snagging the sheerest of fabrics.

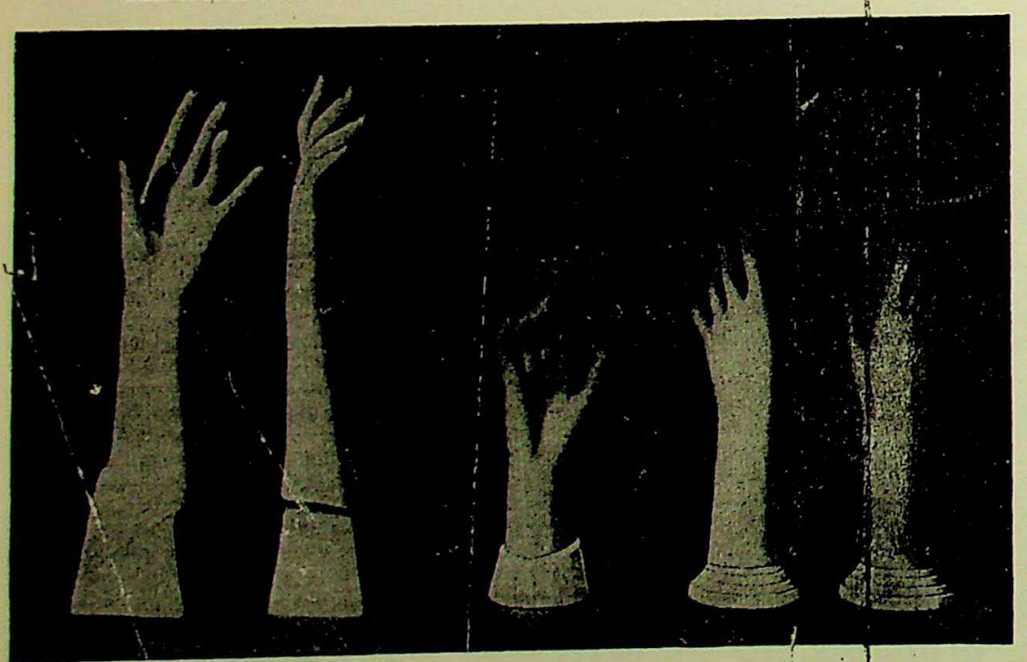
The New "Rubberlite" hosiery legs are carefully designed and shaped. They provide the utmost in "eye appeal" and general effectiveness. Cast in one piece—seamless—and accurately balanced. No possibility of snags, no breakage or cracking of the delicate dull flesh finish. Easily cleaned. Hosiery size 8 to 8½.



No. RPT-16 No. RPT-10 No. RPT-11 No. RPT-12 No. RPT-17

No. RPT-16—Thigh High—25". Per pair... $10.00
No. RPT-10—Knee High—20". Per pair..... 7.00
No. RPT-11—Low Knee High—17". Per pair 6.00
No. RPT-12—Calf High—15". Per pair..... $5.50
No. RPT-17—Ankle High—7½". Per pair..... 5.00
No. RPT-14—Children's—9½". Per pair..... 5.00

Made of molded rubber, will not tear hose; patented base holds toe and foot of hose in place.



No. RPT-2

Ladies' Long Glove Hand

No. RPT-2—Made of rubber, fingers flexible. Will not rip gloves. 15" high. Silver base. Per Each...$3.25 pair... $6.50

No. RPT-5

Ladies' Short Glove Hand

No. RPT-5—Made of molded rubber, fingers flexible. Will not rip gloves. 10½" high. White base. Each..... $2.50

No. RPT-3

Lad s' 3-Button Glove Hand

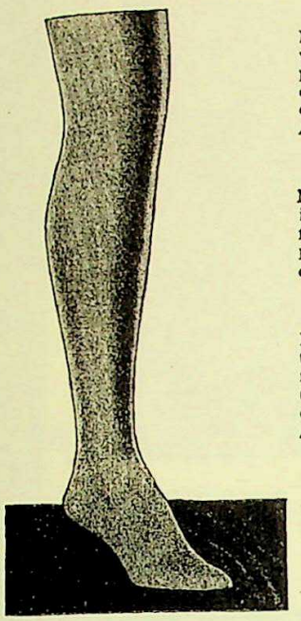
No. F T-3—12" high. White base. Each...$3.00 Per pair.. $6.00

No. RPT-4

No. RPT-4—Men's Glove Hand, 12" high. Natural flesh finish. Pair.. $5.00

FAIRY FORM HOSIERY DISPLAYERS

Stand Anywhere Without Support



Women's CalfHi

No. FF-W-1 — Combining grace with usefulness, this model is proclaimed a leader for hosiery of all types and grades. Height of forms 13½ in. A pair..... $5.50

Women's LoNeHi

No. FF-W-2—All types of hosiery, including sports hose, are effectively displayed by this rightly popular model. Height of forms 15½ in. A pair. $6.00

Children's Forms

No. FF-C-1—Children's socks attractively displayed on these forms stimulate their sale. Size 6½ fits them perfectly. Height of forms 9½ in. A pair..... $5.00

Women's ThiHi

No. FF-W-4—All the beauty and charm of the perfectly proportioned leg are expressed by this attractive form. For best results, all women's forms should be fitted with 8 or 8½ size hosiery. Height of forms 23". A pair..... $10.00

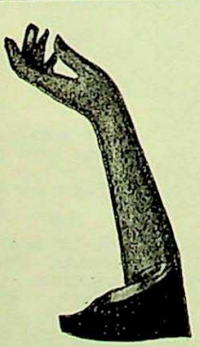
For displaying knee-length hosiery, this form is made 4" shorter, the women's LoThiHi No. FF-W-4A. Height 19". A pair.. $9.25

Men's CalfHi

No. FF-M-1—Men's hose are attractively presented with striking appeal by this convenient form. Use a 10½ or 11 size stocking. Height of forms 11¾ in. A pair..... $6.00

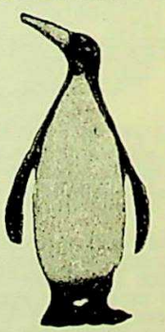
LADIES' SHEER HOSIERY HAND DISPLAYER

No. RPT-8—Made of molded rubber, will not tear hose. Practically unbreakable. 13" high. Natural flesh finish and silver base. Each..... $3.50



No. RPT-415

No. RPT-415 — Merchandise Hand, suitable for holding shoes, pocketbooks, etc. Finished in natural flesh with black and silver base. 16" high. Each $4.50



No. RPT-416

No. RPT-416 — Penguin—a lovable little fellow. For use in connection with all Arctic displays, air-conditioned stores, etc. Finished in natural colors. 16" high. Each.. $3.75

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